



BROWN LEDGE CAMP

JOB DESCRIPTION

POSITION: Fundraising Director

LOCATION: Not required to live in Vermont, but some travel to Vermont during the summer season is expected. Other travel is required during the year for cultivation events and community engagement.

REPORTS TO: Director and Board of Directors

SALARY: \$60,000-\$75,000 (commensurate with experience)

TO APPLY: Send your cover letter and resume to work@brownledge.org on or before 12/12/2022 with the position title in the subject line. Applications will be reviewed as they are received. Interviews will begin the week of January 2, 2023.

We do not discriminate on the basis of race, color, ethnicity, ancestry, religion, sex, national origin, sexual orientation, age, citizenship status, marital status, disability, gender identity, gender expression, or veteran status.

About the Role

The Fundraising Director is responsible for the execution and management of a comprehensive fundraising strategy to grow annual giving and support capital and endowment campaigns as necessary, working closely with the Camp Director and Board of Directors. The ideal candidate is a self-starter who is a strong internal and external collaborator, and has the capacity and skills to help significantly expand the individual donor base, while also developing a deep knowledge and understanding of giving patterns among Brown Ledge's constituencies to create a strategy to move supporters through the donor cycle, while engaging an ever-increasing base of regular donors.

Desired Qualifications, Skills and Knowledge:

- Strong leader with the ability to be an enthusiastic, articulate, and compelling spokesperson for Brown Ledge Camp's mission, philosophy, and programs.
- Possess strong interpersonal skills to engage effectively with all key constituents: staff (both year-round and seasonal), campers, parents, alums, and the Colchester, VT community.
- At least five or more years of professional experience in a fundraising context, including at least two years of in-depth experience in individual giving, grant writing, prospect development, and/or donor stewardship.

- Demonstrated experience managing donor portfolios of five- and six-figure gifts.
- A proven track record of success in implementing a comprehensive fundraising strategy, on and offline.
- Excellent written and oral communications skills, along with a keen ability to listen.
- Demonstrated self-starter who is motivated by challenging goals and is able to prioritize, self-manage, organize data, and maintain high productivity.
- Commitment to working collaboratively.
- Analytical and data-oriented with an ability to run and synthesize quantitative giving reports, generating insights to drive donor strategy.
- Proficiency with Google Suite and database management.

The Position and Essential Job Functions

- Manage, design and implement strategies for the annual fund, necessary campaigns, and the endowment including marketing, donor cultivation, and stewardship.
- Develop and implement a plan to identify, cultivate, solicit, and steward individual donors in support of the organization's long-term priorities, both at the major gift and principal gift level.
- Establish and create annual giving/alumni relations materials across a variety of media including print, digital, and social media channels (Facebook, Instagram, Twitter, Email).
- Conduct regular, thorough assessments of annual fund performance through detailed, statistical analysis of the donor pool, response rates and return on investment, and establish a clear set of key performance indicators and goals.
- Oversee the transition of the existing fundraising database to a new system.
- Develop and implement strategy for researching and applying for grants.
- Ensure that staff and board members are supported in their donor relations work by developing strategy briefs, prep materials and a pipeline of current and prospective donors.
- Attend board meetings and present comprehensive giving reports.
- Lead the planning of Alumni Camp, a bi-annual event held at Brown Ledge, serving as the weekend's co-host (in collaboration with the Camp Director and Board) and actively cultivating Brown Ledge alumnae throughout.
- Organizing and attending regional alum get-togethers.

Job Benefits:

- Eligible to participate in employee sponsored healthcare where up to 70% of the premiums will be paid for by Brown Ledge Camp.
- Eligible for Company's 401k management offering.
- A 100% tuition credit for your child/children to attend summer camp.
- Flexible work schedule.
- Unlimited vacation, including a requirement that all employees take a minimum of three weeks off. Other office holidays include New Years Day, MLK Day,

President Day, Memorial Day, Labor Day, Indigenous People's Day, Thanksgiving, Day After Thanksgiving, Christmas Day.

- Sick, personal, and bereavement time as needed.

About Brown Ledge Camp

Mission

Brown Ledge is a non-profit camp that exists to develop community, self-discipline, responsibility and achievement in girls and young women, through self-directed participation in varied activities in a high quality summer program.

Brown Ledge Camp is a residential camp for girls aged 10 to 18 located on Malletts Bay of Lake Champlain in the beautiful Green Mountains of Vermont. Quality instruction, on an elective basis, is offered in 18 activities with emphasis on horsemanship, theater arts, water and field sports. The 190 campers at Brown Ledge represent all parts of the United States, Canada, Europe and other areas of the world.

The Freedom of Choice framework makes Brown Ledge different from other camps. The Brown Ledge philosophy offers nearly unlimited opportunity for self-discovery and self-realization in a fun, open and supportive atmosphere. Brown Ledge's structure of open activity time communicates to girls that they are capable of making decisions and trusted to make good decisions. That is not to say that campers will not make mistakes. But at Brown Ledge campers are given the space to make mistakes because failing is as important to the learning process as succeeding.

Although the world has changed quite a bit since Brown Ledge was founded in 1926, the camp's Freedom of Choice philosophy has not. Considered progressive education in the early twentieth century, this philosophy is still relevant today, and, arguably, might have a greater impact on a camper's growth and development than it has in past decades.

About the Team

We are a small but fun, committed, and collaborative team. Here's who you'll be working closely with:

Abby Lovshin-Smith (she/her), Director

Abby began her Brown Ledge career as a camper in 1993, graduated from the JC program in 2000, and spent five summers as a Sailing counselor through the summer of 2006. She was born and raised in Middlebury, Vermont but spent 18 years down South after attending Auburn University. She returned home to Vermont and to Brown Ledge in the Fall of 2018, and has been Brown Ledge's Director since.

Marjorie Isaacs, LCSW, (she/her), Assistant Director

Marjorie was a camper, junior counselor, and counselor at Brown Ledge from 2002-2017. She has a Masters Degree in Social Work, and has been working with children, youth and families since 2016. Marjorie does all things enrollment and is focused on our program, as well as community mental, emotional and social health.

Mitchell Watson (he/him), Facilities Coordinator

Mitchell started with Brown Ledge in 2019, and worked his way into his current role as Facilities Coordinator. Under the tutelage of former director Bill Neilsen, Mitchell has learned the in's and out's of the Brown Ledge facility. This includes Camp's intricate water and sewer system, caring for over 90 buildings, and maintaining grounds. He also is responsible for vendor relations and ensuring the bills get paid on time.

Shannon Elford (she/her), Operations Director

Shannon focuses on all things finance and camp operations. She graduated from Arizona State University in 2016 with a BA in Art Studies. She spent several years as the Head Coach and Program Director of an all-girls rowing team in Arizona. Prior to her current role, Shannon worked on the Swimming dock in 2018. She and her wife, Sam Newbery (senior staff 2015-2021), are new year-round Vermonters.