



Walloon Lake Association and Conservancy (WLAC)

Development and Database Coordinator

Updated 08.30.2023

About the WLAC:

The mission of the Walloon Lake Association and Conservancy (WLAC) is to deliver Walloon Lake, a place where people and nature thrive, to the next generations through the power of conservation. The WLAC is an oddity in the conservation community in that it is a hybrid of a lake association and land trust. We view our uniqueness as a strength. We are a non-profit (501C3), membership-based organization. We have a board of 13 Trustees and six full-time teammates with the addition of one to three interns every year. Through nine committees we are able to tackle lake and land issues; from boater safety, government relations, and aquatic invasive species control to land conservation, preserve stewardship and public education. The right person will see this extraordinary combination as a unique opportunity to protect the lake and land in one of the most beloved scenic areas in the country.

Position Summary:

The Development and Database Coordinator position at the WLAC encompasses responsibilities related to fund development, donor relations, database management, and office functions. This role plays a critical part in advancing the organization's fundraising efforts by cultivating donor relationships, ensuring accurate data management, and leveraging database systems effectively. This position will also act as the the first point of contact to visitors, customers and vendors in person, online and via telephone. This role requires a strong grasp of fundraising strategies, database management, attention to detail, and excellent communication skills. Key responsibilities include:

Database Management (50%):

- Manages Salesforce (SF) database and provides support to staff members on SF procedures, updates and training.
- Manages the input of memberships and donations to ensure accuracy based on best practices.
- Develops and produces accurate, timely reports and completes staff requests as needed.
- Implements up-to-date SF campaigns for all fundraising needs and appeals.
- Manages acknowledgement letters and appeals, and completes acknowledgement process for all donations on a weekly basis.
- Accountable for the accuracy and integrity of all donor and membership data files.
- Keeps organization up-to-date with emerging technologies and updates concerning SF, including database and donation process updates/changes.

Fund Development (40%):

- Collaborates in creating the annual fundraising plan, ensuring alignment with the organization's goals.
- Manages logistical aspects of fundraising campaigns, coordinating various elements for successful execution.
- Identifies and nurtures potential donors through comprehensive research and relationship-building efforts.

- Oversees an annual major donor cultivation calendar, facilitating timely and meaningful connections with donors via various communication channels.
- Focuses on donor engagement, recognition, and personalized interactions to enhance annual giving.
- Assists in the development and execution of the systematic annual giving program, including Point of Entry Events and the Guardian Fund Campaign.
- Collaborates with development and event planning committees to ensure consistent and effective fundraising elements within all organization events.
- Responds to evolving needs of the various fund development programs.

Office (10%):

- Answers and directs phone calls, greets guests and maintains the general WLAC email account.
- Manages daily processing of mail and bank deposits in coordination with the Director of Finance and best practices.
- Prepares Board meeting materials, executes day-of minutes and assists with post-meeting process.
- Manages archives, ensuring a complete, accurate file system based on organizational policies and best practices.
- Manages organizational calendar, including events and meeting dates.

Some perks...

- Pay is competitive and aligns with the latest Land Trust Alliance's Salary Survey
- Health Reimbursement Arrangement (HRA Plan)
- 6% Annual Simple Employee Plan (SEP) Contribution
- Plenty of vacation and personal days
- Cell Phone/Internet Stipend
- Flexibility – off-season work from home arrangements combined with office hours
- Modern office space located in the heart of Walloon Lake Village (Oh! And we have some really great office chairs with up/down desk thingamabobs)
- Paid professional development
- Did we mention that we get to wake up every morning and protect the most beautiful lake in the world??

Starting Salary Band: \$42-48K/Annually