



## Position Announcement

# MANAGER OF PHILANTHROPIC ENGAGEMENT

Sempervirens Fund is California's first land trust. Our community is passionate about protecting and permanently preserving redwood forests in the Santa Cruz Mountains and promoting safe, welcome, and inclusive access to parks and public lands. We believe the habitats, waterways, and resiliency of the Santa Cruz Mountain region are at risk without healthy, connected coast redwood forests.

If you believe this too and are motivated to encourage new and current donors to join and support this effort, we have the right role for you in our dynamic, collegial, fun, and growing team. If you like to talk to people on the phone to learn about their connection to the redwoods and then capture those details in the CRM; If you like to write notes to people, showing your appreciation of their support for the redwoods; If you geek out on excel spreadsheets and CRM data, to ensure focus on the best prospects and the right solicitation time and amount; And if you like to hike under the redwoods sharing these incredible trees with others, we need your skills, smarts, and passion to grow our supporter community to protect and care for the redwood forests.

### **ABOUT THE POSITION**

The Manager of Philanthropic Engagement (MPE) will be responsible for identifying, cultivating relationships, and soliciting current and prospective mid-level gift donors (\$1K-\$5K). The MPE will engage donors and prospective donors to support land acquisition and stewardship work. This involves researching prospects, making qualifying calls, and developing effective cultivation and stewardship strategies. Solicitations are developed in partnership with the Direct Response consultants. Excellent communication skills and attention to detail are key to this role.

The MPE will report to the Chief of Philanthropy and has a close working relationship with other staff, especially the fundraising team. This is a full-time position. This position requires transportation and is hybrid, working remotely, attending in-person staff meetings once a month in the Bay Area. The MPE engages with donors by phone, email, and video calls, through events in the Bay Area and in the Santa Cruz Mountains on Sempervirens Fund protected land, and in California State Parks.

### **ABOUT SEMPERVIRENS FUND**

The mission of Sempervirens Fund, a non-profit conservation organization, is to ensure Coast redwood forests in the Santa Cruz Mountains thrive for generations to come. In addition to protecting redwoods using real estate transactions, we own and steward over 12,000 acres of redwoods and associated habitats. We also promote forest management practices across the Santa Cruz Mountains to help redwood forests, and our surrounding communities, better withstand the impacts of climate change. We work to expand opportunities for inclusive public access so people from all backgrounds can enjoy these redwood forests. Over the organization's 125-year history, we have protected over 36,000 acres; helped establish and expand five state parks and other protected areas; and created the beloved 32-mile Skyline to the Sea Trail.

We are committed to an organizational culture that is welcoming and inclusive. We seek a staff that is reflective of the diverse communities with which we work. We welcome candidates from all backgrounds to apply. Sempervirens Fund is an equal-opportunity employer.

## **WHAT WE OFFER**

- A collaborative and supportive team environment
- A culture that emphasizes work-life balance
- Family-friendly policies
- Employer-paid medical, dental, vision, and life insurance for the employee
- Thirteen paid holidays per year
- Three weeks of vacation in the first year
- Twelve days of paid sick leave a year
- Employer retirement plan match of 6% of annual salary for the first five years and then 8% after that
- A remote-from-home work environment
- Access to Regus co-working spaces
- Cell phone and home internet stipend
- Professional development opportunities
- Hikes in the redwoods

## **RESPONSIBILITIES**

### **Mid-Level Program (85%)**

Identify, cultivate, solicit, and steward a portfolio of 600-800 current donors and prospects with the capacity to make gifts in the \$1,000 - \$5,000 range (mid-level donors). This includes:

- Manage the Direct Response mailings and emails to Mid-level donors, including importing and exporting data, and reviewing ask amounts, working with the Director of Annual Philanthropic Giving and consultants.
- Use moves management and other techniques to increase giving and maximize the mid-level program revenue.
- Grow relationships with the donors in the mid-level program with regular personal phone calls, mailings, emails, texts, videos, and small events, including hikes and other outdoor events.
- Research and qualify donors and prospects and produce donor briefs as needed.
- Work with the Director of Legacy and Tribute Giving to solicit donors for tribute gifts and identify legacy prospects.
- In partnership with the Director of Major Gifts, help qualify major gift prospects to proactively cultivate for future key gifts.
- Maintain ongoing communication with the Philanthropy and Marketing team to ensure consistent brand messaging and solicitation activities with donors and prospects.
- Work with the team to plan and coordinate events and stewardship activities as needed to accomplish fundraising goals.
- Achieve personal fundraising and activity goals monthly, quarterly, and annually and produce reports to track progress towards goals.
- Stays current and conversant on Sempervirens Fund projects.
- Incorporates Sempervirens Fund values and best practices of DEI in both programs.
- Other job duties as needed.

### **Donor Services (15%)**

- Respond in a timely manner to inquiries from donors via email, phone, or text.
- Assist with importing and exporting data, and sorting lists for stewardship mailings, such as the quarterly newsletter and holiday cards.

## **DESIRED EXPERIENCE AND QUALIFICATIONS**

The success of this position depends on the Manager of Philanthropic Engagement having the interpersonal skills to build relationships with supporters and the technical expertise to ensure they receive the right cultivation, solicitation, and stewardship in a timely manner.

- Two to three years of fundraising experience demonstrating the ability to engage and connect with donors and strategize to increase annual individual donations (or comparable experience).
- Ability to engage or connect with donors remotely via phone and zoom as well as in person.
- Proven track record of building strong donor relationships.
- Strong communicator – in person and on the phone.
- Strong writer, with strategic thinking, analytical skills, and attention to detail.
- Outstanding stewardship and relationship management skills.
- Discipline, and ability to be a results-oriented self-starter.
- Ability to travel locally, regionally, and once a year, out of state. (Some weekend and evening work may occasionally be required).
- Attention to confidentiality and discretion required.
- Passion for and commitment to the mission of Sempervirens Fund.
- Valid California driver's license and safe driving record.
- Computer proficiency, including Microsoft 365 Suite and Customer Relationship Management systems (Raiser's Edge NXT and/or Every Action).
- Prolonged periods of standing or sitting while using a computer.
- Able to travel to the Santa Cruz Mountains.
- Able to hike on uneven ground up to six miles.

Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

<b>Position Title:</b>	Manager of Philanthropic Engagement
<b>Reports to:</b>	Chief of Philanthropy
<b>Supervises:</b>	N/A
<b>Location:</b>	Work remote from home or a Regus location. Required attendance at monthly in-person meetings held in the Bay Area and donor meetings and events in the Santa Cruz Mountains. Some evening and weekend work expected.
<b>Salary Range:</b>	\$81,000 – 85,000
<b>Position Classification</b>	Full-time; Exempt
<b>If this sounds like the right position for you:</b>	<p>Please email a cover letter (including where you heard about the position) and resume (as a PDF file if possible) to <a href="mailto:opportunity@sempervirens.org">opportunity@sempervirens.org</a> with the subject line "Your Name – Manager of Philanthropic Engagement".</p> <p>Your cover letter should be 500 words or less, and answer these two questions:</p> <ol style="list-style-type: none"> <li>1. What competencies do you have that will support your success in this position?</li> <li>2. What excites you about this role?</li> </ol>

	Priority given to applications submitted by June 26, 2025, but submissions accepted until the position is filled.
--	---