



Calusa Waterkeeper, Inc. (CWK)  
**Fundraising and Donor Relations Manager**  
Job Description

Calusa Waterkeeper Inc. is a rapidly growing grassroots non-profit organization dedicated to the protection of the Caloosahatchee River from Lake Okeechobee to the coastal waters of Southwest Florida. We are seeking an experienced fundraiser with superior networking abilities to join our team. **The candidate should have a history of successful fundraising and donor development in Southwest Florida, particularly in Lee County.**

Reporting to the Board President, the Fundraising and Donor Relations Manager is a vital member of the CWK team and works alongside the Operations Manager, Waterkeeper and in collaboration with the Board of Directors to ensure the financial health of the organization.

The Fundraising and Donor Relations Manager will develop in-depth knowledge of the organization and **lead the development and implementation of a robust fundraising strategy to increase funding revenue and sustain the organization's work.**

The following is a list of **key responsibilities** and expectations of the Fundraising and Donor Relations Manager:

**FUNDRAISING**

- Identify fundraising opportunities to increase revenue for programs, projects and operating budget
- Plan and successfully execute fundraising campaigns and events to solicit donations for the organization
- Collaborate with other environmental organizations in our vicinity to identify new fundraising opportunities and potential donors
- Establish fundraising performance metrics (KPI) to measure fundraising progress and review regularly with staff and Board
- Document and implement fundraising policies and procedures
- Plan and participate in fundraising activities to enhance community engagement
- Plan and execute our annual fundraising event
- Oversee our online giving programs
- Coordinate with Board and staff to project an annual revenue budget

## **DONOR RELATIONS**

- Implement tools and techniques to identify new donors
- Establish new partnerships and recruit new members to solicit donations
- Foster existing relationships to encourage member contributions
- Develop strategies for using social media and other digital platforms to connect with potential donors and raise awareness of our organization's work
- Develop strategy to expand our existing Major Donor Program
- Identify existing donors who can increase their annual contribution to the organization
- Plan, initiate, and administer a corporate sponsorship program
- Maintain accurate records of the organization's members and donors

## **GRANT MANAGEMENT**

- Diversify funding streams by developing a grant fundraising strategy and management process
- Research and identify grant funding opportunities, collaborating with the Grants Committee, Board and Staff to develop proposals
- Manage the grant application process, including tracking deadlines and ensuring timely submissions
- Write compelling grant proposals that effectively communicate our organization's mission and the impact of our programs
- Edit and refine proposals to meet specific requirements set by funders

Below is a list of **qualifications and skills** required of the Fundraising and Donor Relations Manager:

- Bachelor's degree or comparable work experience
- Proven ability to lead a robust fundraising program
- Knowledge of fundraising principles and practices
- History of successful fundraising & donor development in Southwest Florida/Lee County
- Competence with donor management systems
- Minimum of two years grant writing and development experience
- Sound understanding of non-profit structure
- Exceptional writing and editing skills with keen attention to detail
- Proficiency in database management
- Strong research skills to identify potential funding sources
- Ability to perform analytical work carefully and accurately
- Ability to work independently as well as collaboratively within a team environment
- Excellent organizational skills with the ability to prioritize tasks effectively