



# EarthWalk Vermont

growing community rooted in nature

## **Development Director 2022**

### *Job Description*

#### **About EarthWalk Vermont**

EarthWalk Vermont, founded in 2005, is a non-profit community and nature-based education organization located on Goddard College Campus in Plainfield, Vermont. EarthWalk's mission is to inspire and empower children, families, and communities to reconnect with and care for one another and the Earth. Prior to pandemic-induced dormancy, EarthWalk offered year-round education programs including: EarthWalk Village School, After-school programs, Summer Camps, Mentor Apprenticeship, and a growing Field Institute for adults. EarthWalk is an affiliate of the Wilderness Awareness School of Duval, Washington, which is a guiding partner in a network of over three hundred nature mentoring schools located in eight countries.

The COVID-19 pandemic, which pushed EarthWalk into dormancy, also provided EarthWalk an opportunity to pause day-to-day operations, taking time to reflect on restructuring the organization for a long and resilient future. After careful reflection and deliberation, EarthWalk is now hiring to continue the collaborative process of reemerging, centering values of decolonization, equity, justice, accessibility, and shared leadership and rebuilding a generative organization and multi-generational learning community rooted in nature. We are in the very preliminary stages of this process, and the Development Director, along with the Education Director, will need to put in the bulk of the energy to realize this vision.

#### **Job Summary**

The Development Director leads innovative fundraising efforts and administration, including collaborating with staff and board members to develop and execute an organizational fundraising plan to ensure long-term sustainability. The Development Director will lead donor research, stewardship, and communications; grant writing and reporting; fundraising appeals and all gift processing. The Development Director works closely with the organization's board, staff, donors and partners to develop strategies and implement action plans to fulfill EarthWalk's mission. The Development Director will play an essential role in EarthWalk's re-emergence, actively engaging with how the organization should be structured and creating fundraising plans with a 1-2 year timeframe.

#### **Collaboration**

As EarthWalk re-emerges it is restructuring towards a shared-leadership model. The Development Director will collaborate with the Education Director and board to co-create and work in this new collaborative model. With this new structure, accountability within the organization will be shared among staff leadership teams and the board of directors. The Development Director will be expected to guide the restarting and restructuring of EarthWalk's fundraising, networking within this collaborative model.

#### **Location**



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Position may begin mostly remotely, with access to work out of the Plainfield EarthWalk office as needed and as pandemic conditions allow.

## **Job Responsibilities**

*Responsibilities may be adjusted or changed based on consent based decision making with the whole team.*

### *Primary Responsibilities*

- Maintain a clear development vision to realize EarthWalk's mission to inspire and empower children, families, and communities to reconnect with and care for one another and the Earth
- Develop and implement a fundraising strategy including direct solicitations, grant writing, sponsorships, large donors, events, etc., in conjunction with staff team and board
- Be a key leader and collaborator in organizational visioning and long-term organizational development
- Build and maintain key relationships with donors, funders, partners, staff, program participants and families
- Pursue diverse funding sources to ensure a viable organization
- Meet with donors and grantors off and on-site to discuss programs and funding requests
- Ensure all fundraising efforts are aligned with organizational values of decolonization, racial justice, and accessibility

### *Relationship Building & Networking*

- Foster mission-oriented relationships with local, state and regional partners and organizations
- Remain actively informed about nature mentoring and nature-based education to inform EarthWalk's strategic direction and marketing efforts
- Support the development of EarthWalk's marketing and promotional strategy and its evolution and implementation
- Establish and foster strategic relationships and partnerships with aligned leaders, organizations, and initiatives at the local, statewide and regional levels

### *Development Administration*

- Manage all incoming Development emails, inquiries and communications
- Collaborate with staff team and board in the creation and management of the organization's annual budget
- Create a Development calendar and fundraising plan
- Organize fundraising appeals and campaigns in collaboration with board and key staff
- Write grant proposals and manage grants and reporting requirements
- Take a leadership role to guide the organization in achieving financial success
- Manage data in donor database through Little Green Light, including: keeping data up to date, monitoring and troubleshooting donation forms, managing timelines
- Prepare and manage acknowledgement letters and other correspondence with donors
- Provide fundraising data and reports as needed to staff team and Board
- Maintain foundation, corporation and individual donor files, both physical and online



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- Perform other general administrative tasks as required to keep the organization operating effectively

## *Board Communication*

- Maintain regular communication with the board and coordinate an active fundraising committee
- Support the planning and implementation of the fundraising plan
- Attend weekly board meetings for the first month. Afterwards, attend at least one board meeting a month, with the logistics of this collaboration subject to change based on collaborative decision making.

## *Outreach and marketing*

- Lead efforts in creating and implementing an outreach and marketing plan for EarthWalk with brand/messaging integrity in all promotional materials, including website, print, social media, email, etc
- Develop and maintain fundraising materials (e.g. one-pager, donor packet) in collaboration with staff and board

## **Required Qualifications**

- A self-starter with a demonstrated passion for making an impact in the community
- A passion for nature-based education and nature mentoring as an educational approach
- Curiosity and a willingness to learn and promote EarthWalk's proven and powerful learning model
- A minimum of three years experience in nonprofit management/development and/or fundraising
- Experience with shared leadership structures
- Ability to cultivate collaborative and reciprocal relationships with colleagues, volunteers, donors, foundations, and community members
- Positive attitude, creative, flexible, proactive and works independently and within a team environment
- A commitment to improvement through professional development
- Strong proficiency with Internet use, spreadsheet development, databases, Google Drive and Microsoft Office suites. Comfort with learning new software platforms
- Reliable access to a private vehicle, and valid driver's license/driver's privilege card for occasional regional travel
- Commitment to, and a willingness to learn, the principles and practices of Decolonization, Anti-racism, and Accessibility
- Comfort with discomfort, failure and conflict



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## Preferred Qualifications

- Master's degree or equivalent life experience in nonprofit or business management, sustainability, or related field
- Experience using *Little Green Light* Customer Relations Management Software
- Proven success and experience growing a business towards sustainability
- Previous Nature Connection Network affiliation

## Physical Requirements

- Willingness and ability to spend short amounts of time outdoors in all weather conditions, including cold, snow, rain, humidity, and heat
- Comfortable spending time in an office setting and work-from-home setting to execute job responsibilities
- Occasional off-site travel as needed for development, program delivery, and special events

## Application Procedure

To apply, please send a resume, cover letter and contact information for three references to [info@earthwalkvermont.org](mailto:info@earthwalkvermont.org)

## Salary/Benefit Information

EarthWalk currently has approximately 6 months of funding for this position. Our vision is that a successful re-emergence will create the income and demand for a year-round Development Director position, requiring 32 (FTE) hours/week, with occasional events on evenings and weekends (with advance notice).

The position will start on as soon as it can be filled. Salary is a negotiable \$25 per hour and includes two paid vacation weeks and 6 paid holidays. Although we do not offer health benefits, the salary will be supplemented by \$3,000 to cover health exchange costs. The work agreement can be re-negotiated using collaborative decision making.

***EarthWalk Vermont provides equal employment opportunities (EEO) to all employees and applicants, and will not discriminate against any potential employee on the basis of age, race, sex, color, creed, religion, national origin, sexual orientation, transgender status, gender identity, gender expression, ancestry, marital status, gender, veteran status, military status, political service, affiliation or disability.***