

# POSITION ANNOUNCEMENT:

## Donor Engagement & Events Manager



### About Sightline Institute

Founded in 1993, [Sightline Institute](#) is a Seattle-based public policy think tank committed to making Cascadia, the region stretching from Alaska to northern California, a global model of sustainability—with strong communities, a green economy, and a healthy environment.

Sightline equips the Northwest's citizens and decision-makers with the policy research and practical tools they need to advance long-term solutions to our region's most significant challenges. Our work includes in-depth research, commentary, and analysis, delivered online, by email, and in-person to Northwest policy champions, emerging leaders, and a range of community partners. We believe true sustainability exists at the intersection of environmental health and social justice. Read more about our equity commitment [here](#).

### Opportunity

**As Sightline's team expands across Cascadia, we are eager to add a crucial member to our development team; someone who is passionate about engaging with donors and supporting a growing, mission-driven, high-impact organization where people and programs thrive.** Sightline's values of community, responsibility, fairness, and opportunity are embodied in our workplace (both on-site and remote). Our friendly, adaptable, and fun-loving staff work together exceptionally well in a congenial and supportive atmosphere. We are looking for candidates who have a personal commitment to diversity, equity and inclusion, and who are motivated to integrate and implement equity and inclusion best practices into Sightline's organizational fundraising operations. People who have personal experience in historically marginalized and excluded communities are especially encouraged to apply.

### About the position

**The Donor Engagement & Events Manager will create and implement compelling event-based engagement strategies to cultivate and steward prospects and donors at all levels,** primarily through in-person and virtual programmatic events (such as policy briefings and research updates), as well as small-scale, tailored, in-person events around the Cascadia region (such as outdoor excursions and informal gatherings with the Executive Director). This role, in coordination with the Managing Director, will take the lead on all aspects of planning, execution, and follow-up of events.

The Donor Engagement & Events Manager reports to the Managing Director and works closely with the Executive Director and fundraising colleagues to ensure that events are well-coordinated, that current donors are well-stewarded, and that new donors are welcomed and connected to the Sightline community.

We are a small team that prides itself on excellent donor stewardship and enduring relationships, with a focus on community-centered fundraising. Sightline has nearly 30 years of operation and a well-established fundraising program. We take the time to develop individualized communication and build strong relationships with our donor community. We do not host a large annual fundraising event, but rather look for ongoing opportunities to build connections and understanding in more intimate settings that allow for deeper conversation on our issue areas.

For this position, we seek an individual who is adept at cultivating authentic relationships, and who is strategic, inclusive, creative (and fun!) in their fundraising mindset, with their donor communication, and in event planning and implementation.

## Primary Responsibilities

### Special Events (75%)

- Takes lead on the calendaring, planning, preparation, and staffing of in-person and virtual events, including Sightline Online Q&A events, outdoor excursion adventures with donors and prospects, and other special events throughout the year.
- For online events, acts as main point of contact for Sightline's virtual event platform needs (currently Zoom), independently creating and hosting meetings and managing controls during events. Proactively stays up to date on virtual event innovations, accessibility, and platforms to ensure delivery of best-in-class virtual and hybrid programming.
- For on-site events, coordinates and collaborates closely with hosts and/or on-site facilities, AV, and catering as necessary to plan room layouts, arrange catering and oversee audio/visual needs for each event.
- For outdoor excursions, works with Managing Director and Executive Director to identify appropriate locations and activities to create original and distinctive community-building donor outings for a range of participants and interests (e.g.; local hikes, climbs, and bikes, birdwatching, arranging tours of clean-energy projects, sustainable forestry projects, organic farms, and other sustainability-relevant destinations); arranges all logistics and drafts communication for invitations and follow-up; facilitates day-of and participates in activities as possible.
- Initiates planning documents (event flows, contact sheets), invitations and lists, mailings, responses, and guest lists. Closely tracks donor event attendance in donor database and evaluates trends.
- Drafts various event-related invitations, correspondence, materials, and follow-up messages on behalf of Executive Director; coordinates mailings and e-mails.
- Generates lists from donor database for events in collaboration with Managing Director and Executive Director; reviews and determines actions necessary to ensure receipt of invitations and accurate record-keeping.

- Takes lead on day-of events execution and manages necessary collateral appropriate to setting: online visuals, nametags, refreshments, etc.
- Assists with sourcing venues for in-person and hybrid events in Seattle, Portland, Vancouver, BC, and other locations as needed. Maintains spreadsheet of contacts and venue details.
- Working closely with Development Manager, maintains accurate donor and event records in donor database (Raiser's Edge 7 / Raiser's Edge NXT).
- Implements best practices and offers suggestions for improving processes and activities

### **Donor Engagement Support (15%)**

- Assists the Managing Director and fundraising team in developing and executing creative and tailored strategies to steward and attract new donors.
- Supports engagement in Evergreen Circle (recurring giving donors), in close coordination with Development Manager. Helps to implement plans to retain and recruit members to Evergreen Circle.
- Assists with coordination of special appreciation gifts and events for donors, funders, and board members who have demonstrated an extraordinary commitment to Sightline.

### **Stewardship (10%)**

- Track and report on donor activities, donor anniversaries, and relevant donor information with colleagues in donor database (Raiser's Edge 7 / Raiser's Edge NXT).
- Ensure routine and special stewardship activities are implemented and integrated into overall fundraising
- Assist Managing Director with preparation for and execution of quarterly board meetings (virtual and in-person), as needed
- Manage Executive Director's secondary email account; Respond to donor questions and provide information and materials as requested

In addition, as for all Sightline staff members, the Donor Engagement & Events Manager is expected to:

- Participate in Sightline's diversity, equity, and inclusion (DEI) work. This may include utilizing Sightline's equity tools, engaging in all-staff discussions, creating annual individual and team DEI goals, and serving on the DEI staff committee, etc.
- Participate fully in the life of the organization, contributing to Sightline's cohesiveness and supportive working environment and fostering its culture of collaboration and consensus seeking.
- Treat all fellow staff members, interns, and volunteers with integrity and goodwill and without prejudice in regard to race, religion, ethnicity, disability, age, sex, sexual orientation, or other personal attributes irrelevant to job performance.
- Pursue personal and professional Diversity, Equity, and Inclusion (DEI) learning opportunities as determined in their annual DEI growth plan

## Key Qualifications for Success

We seek a full-time, experienced development professional eager to employ their zeal for meeting people and fundraising and strategizing in support of a sustainable Northwest. Promising candidates will bring experience in a nonprofit fundraising setting with proven event-based project management skills.

*Data show that women and BIPOC candidates more frequently do not apply to jobs because they may feel that they don't meet all of the qualifications listed. Our job postings are guidelines, not mandates. If you feel passionate about our efforts and believe that you have the skills to contribute to the growth of Sightline, we want to hear from you!*

The list below is representative of the knowledge and skills required.

### Approach & Values

- Passion for non-profit fundraising work.
- Interest in people and developing authentic connections to Sightline's mission.
- High degree of personal and professional integrity.
- Strong interpersonal, written, and oral communication skills.
- Ability to work independently and collaboratively across teams and priorities.
- Approaches work with a team-oriented attitude, taking initiative and thinking strategically.

### Knowledge & Experience

- Minimum 4 years' experience on a fundraising team with a high-degree of independence and responsibility
- Demonstrated track record and portfolio of successful past events
- Project management experience; ability to manage multiple projects independently
- Proficiency with Microsoft Office (SharePoint, Word, Excel, and Outlook)
- Familiarity with donor management software (Raiser's Edge or similar CRM database)
- Familiarity with Zoom or other virtual event platforms
- Familiarity with MailChimp or similar email marketing programs

## Location, Work Environment & Physical Requirements

### Location and Work Environment

- Sightline is a "virtual-first" organization. While our operations have historically been headquartered in downtown Seattle, and we still have an office there with space for 20 or more workers, since 2020 we have been operating in a primarily remote environment. We have team members (on staff or on contract) in AK, BC, CA, ID, OR, and WA, plus other states. We may in the future have a smaller office in Seattle, but our operations will continue to be distributed across the region.

- This role will not be required to be on-site at Sightline’s Seattle office daily; however, there is the expectation for this individual to be on-site for various events throughout the year.
- This position will require some travel within the Northwest states, depending on how post-COVID event planning and working arrangements evolve.
- Some evening and weekend work may be required (in-person and remote) to lead and support fundraising and organizational events; schedule will flex and accommodate accordingly!
- Ongoing remote aspects of this role include attending (via Zoom) weekly individual, team, and all-staff check-ins, monthly staff meetings, and other virtual meetings, as needed.
- Sightline adheres to COVID19 health and safety measures prioritizing the needs of staff whose roles require them to be on-site.

### **Physical Requirements**

- This position requires the ability to use a computer for the tasks outlined above.
- This position requires specific physical abilities to oversee and participate in the execution of in-person events (including all set-up and tear-down); this may involve frequent bending, moving, lifting, and carrying material weighing up to 50 pounds.
- This position requires a physical activity level and energy to participate in outdoor events in all weather conditions that may include walking, hiking, biking, and touring a range of urban, rural, and wilderness destinations.
- This position requires occasional travel throughout Cascadia via car, train, or ferry; Sightline will reimburse mileage or rental and other event-related transportation costs.

## **Compensation and Benefits**

Salary and Benefits: This is a full-time (40 hours/week), exempt position at the Manager level with a starting salary range of \$65,000 – 79,000, in accordance with demonstrated skills, relevant past success, and experience.

Sightline offers a generous personal leave and benefits package including:

- 4 weeks/20 days paid vacation, 10 days paid safe/sick leave, 10 paid holidays (incl. 3 floating), 2-week paid parental leave, 3-month paid sabbatical every 7 years
- 95% health care premiums paid by Sightline for employee and 50% for dependents; 100% dental coverage for employee and dependents
- Health care flexible spending account (FSA) and dependent care FSA
- Employer contribution of 10% of salary into a 401k retirement account; no employee match required; optional additional voluntary 401k account
- Annual professional development support

## To Apply

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**Email a cover letter and resume in one PDF file, labeled with the applicant's name to [jobs@sightline.org](mailto:jobs@sightline.org).** Please put "Donor Engagement & Events Manager" as the subject line of the email. In the body of your email, please indicate how you heard about this position; this information helps us streamline our recruiting processes.

**In your cover letter, please tell us:**

- What about this opportunity most appeals to you?
- What do you most enjoy about fundraising?
- Your personal or professional experience working to advance diversity, equity, and inclusion.

If you require reasonable accommodation in completing this application, interviewing, completing any pre-employment activities, or otherwise participating in the employee selection process, please direct your inquiries to Tricia O'Neill, Senior Manager of Operations: [tricia@sightline.org](mailto:tricia@sightline.org) or (206) 447-1880.

## Our Hiring Process and Timeline

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**THE APPLICATION DEADLINE IS June 18, 2022** and applications received by that date will be given priority, but we will accept applications until the position is filled. We anticipate first-round interviews will take place in late June with second-round interviews through early July. Our hope is to extend the offer in July with a goal of an August 2022 start date.

*Sightline Institute is an equal opportunity employer and all qualified candidates are encouraged to apply. Applicants will not be discriminated against because of race, color, creed, sex, sexual orientation, gender identity or expression, age, religion, national origin, citizenship status, disability, ancestry, marital status, veteran status, medical condition or any protected category prohibited by local, state or federal laws.*