



## Donor Relations Director Position Description

**Status:** Exempt, 40 hours per week

**Reports to:** Board of Directors

**Union Representation:** IBEW Local 2304

**Works under:** Administrative / General Direction (see Appendix)

### Job Summary

As a member of the Staff Collective, the Donor Relations Director is responsible for individual donor fundraising through various income streams, including on-air fundraising drives. The Donor Relations Director works proactively with WORT staff, volunteers, and the WORT Board of Directors to maximize donations by individuals. Individual donations account for 75% of WORT income (over \$710,000 in 2024).

### Primary Responsibilities:

The Donor Relations Director is responsible for:

#### 1. Pledge Drive Fundraising (20%)

- . **Organize, Schedule, and Conduct Pledge Drives.** Coordinate and oversee preparations for several pledge drives annually. Organize staff and volunteers in preparation for pledge drives. Prepare and provide goal sheets, pledge forms, thank-you letters, remittance envelopes, tally sheets, and other necessary materials.
- a. **Train and Prepare** Work with News and Music Directors to ensure all shows have trained pledge rappers. Organize and facilitate pledge rapping materials, including current information about donors', donation methods, reasons to give, and descriptions and pledge levels of WORT thank you gifts.
- b. **Outreach** Prepare mass donor email (currently via Constant Contact) before each drive to inform donors about the pledge drive and current WORT needs. Prepare social media posts before, during, and after the on-air and online only parts of the drive.
- c. **Thank-You Gifts** Secure WORT imprinted merchandise that meets current IRS guidelines for "insubstantial gifts." Prepare a thank-you gift list for each show and distribute to hosts and pledge rappers. No other gifts may be offered during a pledge drive to maintain compliance with the IRS.
- d. **Matching Grants** Secure matching grants from donors to facilitate donations by particular groups (such as new or lapsed donors) or at particular times (during the on-air only part of the drive).

## 2. Other Fundraising (40%)

- a. **Direct Mail Appeals:** Organize and conduct appeals to individual donors, including but not limited to lapsed donors, year-end donors, pledged but not paid donors, and monthly donors.
- b. **Major Donor Fundraising Portfolio:** Build and maintain a major donor fundraising portfolio by collaborating with staff, volunteers, and the WORT Board to identify the station's needs and create a diverse range of projects for major donors to support. Hold separate weekly meetings with programming, IT, and operations staff to gather stories and gain insights about proposed programs, equipment, and initiatives. Lead campaigns for items or projects identified as necessary by WORT staff and volunteers. Obtain WORT Board approval for projects or equipment costing over \$500.
- c. **Monthly Donor Program** Build and maintain the current monthly donor program (Evergreen) through pledge drive appeals, email, direct mail, social media, and station promos.
- d. **Capital Campaigns** Lead capital campaigns following creation of a budget and timeline by the WORT Board and staff that accurately reflects the Donor Relations Director's existing workload.
- e. **Other Donor Income Streams** Research, and maintain additional sources of donor funding, including car donations, qualified IRA donations, bequests, stock donations, online donor giving platforms (e.g., Benevity), events, employer matching, third-party fundraising, donor-advised funds, premium sales, etc.

## 3. Supervise Department Assistant's Responsibilities (5%)

**Maintain donor database** by entering donations and generating daily and monthly reports for cash/check, EFT, credit card, and PayPal donations.

**Prepare Thank You Letters**

**Mail Thank You Gifts**

## 4. Compliance (2%)

Annually review all departmental fundraising policies and procedures to ensure compliance with all laws and regulations related to donations and record retention.

**Maintain WORT Gift Acceptance Policy.** Review annually for compliance with current laws, administrative codes, and IRS guidelines

## 5. Reports (5%)

**Donor Relations Reports:** Prepare weekly for staff collective meetings and monthly for WORT Board meetings. Prepare pledge drive analysis reports for the Programming Committee. Prepare the annual Donor Relations Department report for the WORT Annual Meeting.

**Prepare required reports upon request by CSW and WORT auditors.**

**WORT Annual Report** Produce annual report following completion of annual audit. Share with donors via a link to the WORT website.

**Miscellaneous Fundraising and Donor Profile Reports** Produced on a proactive basis. Maintain notes on major donors in the donor database.

## 6. Donor Relations and Recognition (10%)

**Build and Sustain Relationships.** Proactively maintain and cultivate relationships with donors.

**Acknowledge Donor Contributions:** Acknowledge all donations promptly with personalized thank-you letters tailored to new donors, those who give over \$200 at a time, and major donors. All other donations are acknowledged via a thank you letter with signature only.

## 7. Program Outreach (15%)

**Monthly Email to Donors** Informs donors of current WORT projects and needs, spotlights a way to donate,

**Donation Options** Clarify and promote donation options (including employer matching, stock donations, planned giving, monthly giving, and Community Shares of Wisconsin) on social media, in station promos, station emails, and through the WORT website donation pages.

## 8. Other tasks as determined by the Board of Directors

### Secondary Responsibilities:

#### 1. General Administrative Functions (2%)

- . **Internal Coordination (1%)** Work closely and proactively with the Staff Collective and other paid staff to generate, develop and implement overall fundraising strategies and to fulfill collective duties needed to maintain operations of the station.
- a. **Committee Participation (1%)** Actively participate as a member of the Finance Committee, the Fundraising Committee, and other relevant committees.

#### 2. Staff and Professional Development (1%)

Maintain professionally current in the field.

### **Required Qualifications:**

- A minimum of two years' experience as a successful fundraiser for a non-profit organization
- Proven ability to work within a diverse volunteer and donor community
- Demonstrated relationship-building and problem-solving skills
- Proficiency in Microsoft Word and Excel
- Excellent written and verbal communication skills

### **Preference will be given to candidates who demonstrate:**

- A commitment to independent news and music
- The ability to collaborate with different teams and groups at WORT
- Strong self-management skills
- Experience working as a member of a collective

### **Working Conditions:**

The Donor Relations Director works in a basement office setting for the majority of the time. The job requires sitting (or standing) for extended periods at a computer. Dress code at WORT FM is casual.

All full-time staff serve as members of the staff collective as well as members of IBEW Union Local 2304.

This position requires some evening and weekend hours, especially during pledge drives, and for Board Meetings if nominated by the Staff Collective to serve as a staff representative on the WORT Board of Directors.

### **Benefits:**

WORT is committed to building a valued business and rewarding careers while also maintaining healthy personal lives.

Benefits include three (3) weeks of paid vacation time, ten (10) paid holidays, twelve (12) paid personal days, full health insurance, dental insurance, disability coverage, 2% employer-paid retirement benefit, and a paid one-hour lunch daily on full workdays.

### **Statement of Non-Discrimination:**

WORT-FM does not discriminate in its employment practices with regard to age, ancestry, arrest record, color, conviction record, creed, cultural background, disability, ethnicity, gender, gender identity or expression, marital status, military obligations, national origin, race, sex, or sexual orientation.

## **Appendix: Levels of Supervision/Direction**

### **1. Direct or close supervision**

- Supervisor or lead provides daily oversight of work activities.
- Employee is given specific instructions regarding duties to perform, assignments to complete and sequence of work steps and processes to follow.
- Employee follows clearly defined work procedures, processes, formats, and priorities.
- Work is frequently reviewed for accuracy, completion, and adherence to instructions and established standards, processes and procedures.

### **2. General supervision**

- Employee performs recurring assignments without daily oversight by applying established guidelines, policies, procedures, and work methods.
- Employee prioritizes day-to-day work tasks. Supervisor provides guidance and must approve deviation from established guidelines, policies, procedures, and work methods.
- Decision-making is limited in context to the completion of work tasks. Completed work is consistent with established guidelines, policies, procedures and work methods. Supervisory guidance is provided in new or unusual situations.
- Work is periodically reviewed for compliance with guidelines, policies and procedures.

### **3. General direction**

- Employee independently performs all assignments using knowledge of established policies and work objectives.
- Employee plans and organizes the work and assists in determining priorities and deadlines. May deviate from standard work methods, guidelines or procedures in order to meet work objectives.
- Employee exercises independent decision-making authority and discretion to decide which work methods to use, tasks to perform and procedures to follow to meet work objectives.
- Completed work is reviewed for effectiveness in producing expected results.

### **4. Administrative direction**

- Employee works independently within the scope and context of rules, regulations, and employer objectives.
- Employee independently plans, designs and carries out programs, projects and studies in accordance with broad policy statements or legal requirements.
- Employee exercises independent decision-making authority for determining work objectives and goals to be accomplished.
- Completed work is reviewed for compliance with laws and regulations and adherence to program goals, objectives, budgetary limitations, and general employer policies.