



## Development Director Position Description

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

**Reports to:** Board of Directors

**Union Representation:** IBEW Local 2304

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

### Job Summary:

The Development Director provides strategic direction and is responsible for all organizational fundraising through various income streams, including on-air fundraising drives. The Development Director works proactively with WORT staff, volunteers, and the WORT Board of Directors to maximize donations. Individual donations account for 83% of WORT income (over \$900,000 in 2025).

### Primary Responsibilities:

The Development Director is responsible for:

#### 1. Fundraising (60%)

- a. **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.
  - i. **Train and Prepare:** Work with program staff and volunteers to ensure all shows have trained on-air fundraisers. Organize and facilitate on-air fundraising ("pledge rapping") materials, including current information about donors, donation methods, reasons to give, and descriptions and pledge levels of WORT thank-you gifts.
  - ii. **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.
  - iii. **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.

- iv. **Matching Grants:** Secure matching grants from donors to facilitate donations by particular groups (such as new or lapsed donors) or at particular times (e.g. during the on-air only part of the drive).
  - b. **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.
  - c. **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.
  - d. **Monthly Donor Program:** Build and maintain the current monthly donor program (Evergreen) through pledge drive appeals, email, direct mail, social media, and station promos.
  - e. **Capital Campaigns:** Lead capital campaigns following creation of a budget and timeline by the WORT Board and staff.
  - f. **Business Sponsorships:**
    - i. Oversees the following Business Sponsorship-related duties being performed by others.
    - ii. Send contracts to production staff for on-air announcement creation and scheduling.
    - iii. Send contracts to the bookkeeper for billing and account management.
  - g. **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, grant writing, donor-advised funds, and premium sales, etc.
- 2. Program Outreach (10%)**
- a. **Send Monthly Email to Donors:** Inform donors of current WORT projects and needs, spotlight ways to donate.
  - b. **Promote 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.
- 3. Donor Relations and Recognition (10%)**
- a. **Build and Sustain Relationships:** Proactively maintain and cultivate relationships with donors.
  - b. **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.

**4. General Administrative Functions (6%)**

- a. Volunteer Supervision:** Recruit and supervise volunteers to assist with department functions
- b. Internal Coordination:** 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.
- c. Committee Participation:** Actively participate in the Finance Committee, the Fundraising Committee, and other relevant committees.

**5. Department Data (5%)**

- a. Supervise Assistant:** Supervise assistant to manage donor data entry.
- b. Maintain Donor Database:** Enter donations and generate daily and monthly reports for cash/check, EFT, credit card, and PayPal donations.
- c. Prepare Thank-You Letters**
- d. Mail Thank-You Gifts**

**6. Reports (5%)**

- a. 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.
- b. Prepare required reports upon request by CSW and WORT auditors.**
- c. WORT Annual Report:** Produce annual report following completion of annual audit. Share with donors via a link to the WORT website.
- d. Miscellaneous Fundraising and Donor Profile Reports:** Produced on a proactive basis. Maintain notes on major donors in the donor database.

**7. Compliance (2%)**

- a.** Annually review all departmental fundraising policies and procedures to ensure compliance with all laws and regulations related to donations and record retention.
- b. Maintain *WORT Gift Acceptance Policy*:** Review annually for compliance with current laws, administrative codes, and IRS guidelines.

**8. Staff and Professional Development (1%):** Maintain professionally current in the field.

**9. Other tasks as determined by the Board of Directors (1%):** These tasks are limited to incidental tasks customarily performed by the position, or work directly related to this job description and which do not result in significantly additional responsibilities.

**Required Qualifications:**

- A minimum of two years' experience as a successful fundraiser for a nonprofit organization
- Demonstrated ability to develop and execute organizational fundraising strategy
- Proven ability to work within a diverse volunteer and donor community
- Ability to work effectively in a decentralized environment with high complexity
- Demonstrated relationship-building and problem-solving skills
- Strong self-management skills
- Proficiency in Google Workspace or equivalent office software, CRM software
- Excellent written and verbal communication skills

Preference will be given to candidates who demonstrate:

- A commitment to independent news, talk, and music programming and the WORT mission
- The ability to collaborate with different teams and groups at WORT
- Experience working as a member of a collective

**Salary:**

\$60,000 - \$65,000 annual salary DOE

**Benefits:**

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, longevity bonus after 2 years of service, and a paid one-hour lunch daily on full workdays.

**Working Conditions:**

The Development 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. The dress code at WORT FM is casual.

The Development Director serves as a member of the staff collective and member of IBEW Union Local 2304.

This position requires some evening and weekend hours, especially during pledge drives, and for monthly Board Meetings as needed.

**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.