



## Ladew Topiary Gardens Annual Fund and Membership Associate (Full Time Position)

Ladew Topiary Gardens (Ladew), located in Monkton Maryland, encompasses 22 acres of gardens, an historic manor house, a mile-long nature walk and one of the first native butterfly houses in the region. Ladew welcomes close to 50,000 visitors and members annually for tours as well as a variety of programming. Featured in national magazines for its “creativity” and “playfulness,” Ladew has been recognized as “the most outstanding topiary garden in America” by the Garden Club of America. Highly skilled gardeners, professional staff, and dedicated volunteers maintain and promote this natural treasure as a significant cultural, educational and historical resource for the community.

Engaging public programs provide visitors with learning opportunities including practical, hands-on gardening education; lectures featuring experts in environmental stewardship, horticulture, garden design and the decorative arts. Annual events such as the Garden Festival in the spring, and the popular Groovin’ in the Grass concert series during the summer provide visitors of all ages with cultural enrichment in a beautiful setting.

Ladew partners with schools across central Maryland to provide over 130 programs and events each year. Popular offerings include the Children’s Environmental Education Program which is designed to ensure that children from Harford County, Baltimore County and Baltimore City are able to experience hands-on environmental education that relates directly to the classroom science curriculum. Field trip offerings for pre-K-8<sup>th</sup> grade, scout programs, nature camps, and an array of family programming provides an abundance of learning opportunities for children at Ladew throughout the year.

The Board of Trustees is committed to fulfilling the mission of Ladew *to maintain and promote the gardens, house and facilities in keeping with the creative spirit of Harvey S. Ladew for the public benefit and for educational, scientific and cultural pursuits* by continuing to grow its financial viability and the community of friends that are interested in, inspired by and equipped to support the myriad of programs that Ladew offers each year to the public.

To ensure the sustainability of this mission, Ladew Gardens seeks an **Annual Fund and Membership Associate** to continue building on the recent success of their growing annual fundraising and membership programs. Working closely with and reporting to the Senior Director, Development and Communications, the Annual Fund and Membership Associate will nurture positive relationships with all constituencies, including current and prospective donors

of less than \$1,500 annually, current and prospective members, sponsors and other friends to Ladew.

The Annual Fund and Membership Associate will be a outcomes-oriented professional who will build on the strengths of the existing annual fundraising and membership programs. The Annual Fund and Membership Associate will have a deep passion for the mission and vision of Ladew Gardens and an understanding of and dedication to fundraising and membership best-practices.

### Essential Responsibilities

**Annual Fund:** The Annual Fund and Membership Associate will implement the strategies outlined in the recently created annual fund strategic plan to grow the annual fund revenue stream for Ladew Gardens and acquire, retain, and upgrade donors of less than \$1,500 annually.

Responsibilities include:

- Managing and continuing to proactively grow the annual fund program, with attention to both annual and long-term strategies and goals, that positions Ladew Gardens for financial stability and long-term success.
- Creating annual fund communications calendar and managing the execution of all donor appeals and communications, to include:
  - Identifying compelling content ideas and themes for appeals and communications.
  - Drafting the content and overseeing the editing process.
  - Coordinating the logistics for all appeals and communications.
- Partnering with the Major Gifts Officer to identify, qualify, and cultivate annual fund donors who have major gift potential.
- Managing stewardship activities for annual fund donors at all levels to build deeper relationships and ensure they are thanked and stewarded in a timely and consistent manner.
- Implementing consistent in-person, written, and/or phone contact with annual fund donors to help build loyalty and more significant giving.
- Ensuring accurate gift tracking, timely issuing of gift receipts/letters of gratitude and capturing all relevant donor information in Altru.
- Conducting wealth screenings and gathering other data to inform and enhance the annual fund program year over year.
- Optimizing Altru to track all aspects of the giving cycle for annual fund donors and prospects.
- Partnering with other staff to plan and coordinate annual fund donor events.
- Conducting fundraising trainings with staff and volunteers.
- Managing the execution of all recommendations outlined in the recently created annual fund strategic plan.
- Leveraging best practices and follow appropriate fundraising policies and procedures.

**Membership:** The Annual Fund and Membership Associate will create and implement strategies to generate membership revenue for Ladew Gardens and acquire, retain, and upgrade members.

Responsibilities include:

- Managing and continuing to proactively grow the membership base. in accordance with established targets.
- Creating an annual communications calendar to manage the execution of all membership appeals and communications.
- Partnering with the Major Gifts Officer to identify, qualify, and cultivate members who have major gift potential.
- Managing member benefits fulfillment and stewardship activities to build deeper relationships with members.
- Creating and managing the new member onboarding and orientation process.
- Processing membership transactions, ensures accurate payment tracking, and captures all relevant member information in Altru.
- Creates proactive reporting to support membership recruitment and fundraising priorities.
- Using data to inform future engagement with current members and opportunities to attract new members.
- Partnering with staff to plan and coordinate membership events.
- Conducting membership trainings with staff and volunteers.
- Serving as the main point of contact for members and respond to general inquiries.
- Leverage best practices and follow appropriate membership policies and procedures.

### Qualifications

- Bachelor's Degree required.
- Minimum of three to five-years' experience in successfully managing an annual giving program with demonstrated success in revenue generation year after year.
- Experience with cultivating and soliciting gifts is preferred.
- Strong interpersonal skills and a track record of successful relationship building.
- Excellent written and oral communication skills.
- Strong knowledge of development operations processes and best practices in non-profit fundraising
- Experience using fundraising CRMs, membership software, or other database management software; specific experience with Altru a plus.
- Proficiency in MS Office with strong knowledge of Microsoft Excel and Word.
- Ability to work independently with limited administrative support and engage as a partner of a highly collaborative team and work environment.
- Ability to prioritize and manage multiple tasks effectively and efficiently.

### To Apply

Please submit a cover letter including salary requirements, resume, and list of three professional references to [ronni@mpkdpartners.com](mailto:ronni@mpkdpartners.com). The search will remain open until the position is filled.

Visit <http://www.ladewgardens.com/> for more information about Ladew Topiary Gardens.

Visit <https://www.mpkdpartners.com/> for more information about MPK&D Partners.