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Donor Communications Manager

Full-time

Posted: April 13, 2026

Come work at Gathering Waters! You'll join a team that's focused on protecting land and water in Wisconsin and supporting over 40 nonprofit land trust organizations across the state.

Summary:

Gathering Waters is seeking a skilled storyteller and strategic communicator as our Donor Communications Manager. This role is ideal for someone who sees stories in landscapes, connections in communities, and enjoys inspiring people to act.

You'll craft compelling messages, manage multi-channel campaigns, and strengthen relationships with a growing community of supporters. Working collaboratively across the organization, you'll shape and share stories that inspire generosity while continuously refining outreach strategies.

We're looking for someone who brings both creativity and structure: a thoughtful problem solver who can manage multiple priorities. A passion for conservation and connecting people with the natural world will set you apart.

The Donor Communications Manager reports to the Director of Philanthropy and works closely with our Database & Annual Giving Coordinator and Communications & Operations Manager.

Responsibilities:

Donor Communications & Outreach (40%)

- Write compelling content for direct mail appeals, online giving days, and thank you messages
- Develop and implement communication strategies to reach donors that align with Gathering Waters' communications plan
- Work closely with program staff to collect stories of impact for use in the Donor Report, blog, social media, grants, and other donor communications

- Manage the stewardship for new, recurring, and mid-level donors
- Imagine creative new ways to reach donors, partners, and conservation enthusiasts, and actively test those ideas
- Assist with donor outreach events as needed

Annual Giving (40%)

- Oversee and manage mass solicitations, including annual renewals, special spring appeal, special year-end appeal, recurring giving program, Giving Tuesday, and The Big Share
- Steward donors with thank you calls and personalized updates
- Review regular reports on annual giving results and engagement metrics
- Stay current with industry trends and best practices in annual giving and donor communications, implementing new initiatives as capacity allows

Administration (20%)

- Maintain accurate donor records in the Little Green Light donor database, including adding donor contact reports and updating donor records
- Participate in motivating and inspiring Gathering Waters board members through the Development Committee
- Attend member land trust events, and participate in virtual peer group meetings with communications and fundraising staff from land trusts
- Attend regular staff meetings and quarterly board meetings

Preferred Qualifications and Experience:

We know there are great candidates who may not have all the following experience. We also know you might bring unique skills we haven't considered. If that applies to you, don't hesitate to apply and tell us about yourself.

Experience

- 1-3 years of experience writing and producing communications using donor-centered language and/or community centered practices
- 1-3 years of experience in fundraising

- High school diploma or GED and/or a higher level of education

Skills and Competencies

- General office and computer skills are required
- Experience with donor databases (Little Green Light), Microsoft Office Suite, Google Workspace, MailChimp, and Slack is preferred
- Enjoys solving problems as a team and independently
- Passion for sharing stories about Wisconsin's land, water, and wildlife
- Friendly and excited to develop relationships with conservation enthusiasts
- Strong organizational and time management skills with the ability to manage multiple priorities and meet deadlines
- Collaborative approach and ability to work effectively with staff, board members, and external partners

Compensation:

The salary range for this full-time position is \$50,000 - \$60,000. There is also a comprehensive benefits package including health and dental insurance, 401k match (3% after six months of employment), generous paid time off, and disability insurance.

Additional Information:

This role has in-person requirements in our Madison, Wisconsin office. Occasional attendance at meetings and events, which may occur outside regular business hours, will be necessary. Hybrid work options are possible.

The duties and responsibilities listed above are representative of the nature and level of work assigned and are not necessarily all-inclusive. Gathering Waters reserves the right to modify this position description as organizational needs require.

Questions can be emailed to info@gatheringwaters.org or call 608-251-9131.

To apply, submit a resume and cover letter via email to info@gatheringwaters.org with "Donor Communications Manager" in the subject line. Incomplete applications (not including both a resume and cover letter) will not be considered.

Applications will be reviewed on a weekly basis until the position is filled. We anticipate doing two rounds of interviews. The first over Zoom for 30 minutes plus a 60-minute writing prompt, and the second in-person at our Madison office. Tentative start date of June 1. Three references will be requested from finalists.

Gathering Waters is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.

About Gathering Waters: [Gathering Waters: Wisconsin's Alliance for Land Trusts](#) helps people protect the places that make Wisconsin special. We represent more than 40 nonprofit land trusts dedicated to conserving the state's most important lands and waters.