



**Position:** Membership Experience Manager

**Status:** Permanent, Exempt, 1 FTE, 37.5 hours per week

**Hours:** Primarily weekdays, some evenings, weekends, and holidays required

**Compensation:** Salary = \$50,000 - \$60,000 per year DOE. Medical plan. Dental plan. Vision plan. Retirement plan. Paid holidays. Generous paid vacation & sabbatical plan.

**Reports to:** Executive Director

**Location:** Oregon (main office in Portland, satellite office in Grants Pass, remote allowed). This position requires travel across the state.

### **About 1000 Friends of Oregon**

As Oregon's only statewide land use watchdog, 1000 Friends works with Oregonians to improve our quality of life by building livable and lovable cities and towns, protecting family farms and forests, and conserving natural areas. 1000 Friends achieves these efforts by building power with Oregonians across the state through land use policy research, advocacy, mentorship and programming, coalition-building, and enforcement. And, as a result of these efforts, Oregonians continue to take care of the only statewide watchdog; the majority of funding, year after year, comes from individual donations.

In 2023, Oregon faces similar pressures to those of the 1960s and 70s: historic amounts of federal stimulus dollars for jobs, transportation, housing, and energy projects. The pressure to irreversibly pave over our farms, forests, and watersheds mounts. But, 1000 Friends is built to work with communities to guide these dollars in ways that improve our quality of life for generations to come. Oregonians continue the strong tradition of resisting pitting two good things against each other like our environment vs. jobs. We continue to show we can build a diversified economy of the future and ground ourselves in nature.

We rely on membership and public events and surveys to ensure we are responding to the most timely issues. We also incorporate polling results. For example, 68% of respondents hope Oregon will limit the construction of new homes in fire-prone areas. Oregon Values and Beliefs Center Survey, June 29, 2022. 71% of Oregonians said they would oppose allowing local governments to permit housing developments in areas currently protected as farm and forestlands. DHM Research, March 16, 2023.

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### **Position Description**

The Membership Experience Manager helps 1000 Friends of Oregon by celebrating, building relationships and trust, and inspiring individual and business donors to contribute to this important and unique cause. The Manager handles all aspects of organizational fundraising for individuals and business partners, including acquisition, cultivation, solicitation, gift processing, stewardship, retention, and general member communications. You will work directly with the Executive Director to plan and implement strategies to fulfill our \$1.44M annual fund, increase our number of monthly donors and total donor households, and maintain a high retention rate of our existing, loyal members. You will serve as an advocate and



ambassador for our mission and programs, seeking new growth opportunities for the organization while maintaining active engagement from our core constituencies.

This position reports to the Executive Director and does not currently supervise any staff. This position could supervise staff, interns, and/or volunteers in the future.

## **Responsibilities & Scope**

### **60% Managing Fundraising Calendar & Systems**

- Work closely with the Leadership Team and Board Fundraising Committee to raise \$887,000 this fiscal year from individual and business partner contributions as two critical revenue sources.
- Work closely with the Executive Director on the design and implementation of multi-year growth strategies for general membership, foundation support, and business membership.
- Work closely with the Executive Director to plan and execute all annual fundraising campaigns (appeals, renewals, LYBNT, etc.) as well as a year-round calendar of cultivation and stewardship for donors, including events.
- Work with the Salesforce Administrator to manage the Salesforce donor database and all donor/gift files, and related reporting.
- Serve as the primary contact for general membership; manage all 3rd-party fundraising relationships.
- Maintain the highest possible level of recognition across all major charity review websites.
- Maintain best practices across development activities, and bring new opportunities to the table.
- Lead the building and maintaining of an organizational culture of philanthropy.

### **30% Engagement, Outreach, & Events**

- Lead efforts to carry out meaningful engagement opportunities for our current and potential donors to participate in 1000 Friends' advocacy
- Work with the Communications Manager and the Digital Communications & Engagement Coordinator to co-create fundraising communications.
- Collaborate on discrete projects throughout the year, such as anniversary celebrations, annual report, anticipated website and marketing tool upgrades, webinars, and other engagement opportunities.

### **10% Administration**

- Consistently and regularly update project statuses in our project management system (Asana), helping the team to work together to complete goals.
- Work with the Associate Director and Operations Manager to ensure compatibility between development activities and organizational finance, including audit support.



- Cross-train with fellow operations staff to help maintain a collaborative and balanced environment.
- Maintain all data and files related to the position in accordance with organizational protocols and best practices, ensuring internal accessibility.
- Participate in annual planning and recommend improvements to development strategies and tools.
- Other duties as needed.

### Measures for Success

- **Work with the Executive Director to establish specific, measurable annual fiscal year goals, including:**
  - Increase the number of donor households and business members year-over-year (*currently 1,171 households representing 1,783 individuals and 20 businesses*)
  - Increase monthly earn rate (total monthly revenue from recurring gifts & number of monthly givers - *currently \$2,678/mo*)
  - Maintain the organization's retention rate for our general membership (*need to calculate current rate*)
  - Improve performance of special appeals (*number of respondents, number of donors who increased over last gift*)
  - *Leverage the 50th anniversary events and special campaigns to increase the number of first-, second-, and third-time donors*

### Minimum Qualifications

- 3+ years of relevant development/fundraising experience
- Demonstrated success in producing donor events and building lasting relationships with existing and potential donors
- Proficiency with Salesforce or comparable CRM
- Proficiency in professional print, email, web, and social media communications
- Proficiency with G Suite tools
- Excellent independent task and project management skills, with strong attention to detail
- Excellent written and oral communication skills, including content writing and editing
- Flexible, collaborative, creative, resourceful, can-do attitude
- Proven ability to work effectively as part of a decentralized team
- Readiness to travel throughout Oregon to meet with current and potential donors

### Preferred Knowledge, Skills, & Experience

- Ability to manage and complete projects on Asana
- Familiarity with Oregon's statewide land use system



- Experience fundraising around public policy and advocacy work
- Experience with nonprofit milestone celebrations
- Fluency in Spanish\*

\*1000 Friends offers additional compensation for this skill and experience, recognizing the value that diversity of cultures and languages brings to the movement.

### HOW TO APPLY

To apply, submit a resume, 3 professional references, 3 work samples, and a cover letter (1-page, single-sided) describing how your experience and skills match the needs of the organization. Provide these materials as a single PDF document and email them to [jobs@friends.org](mailto:jobs@friends.org) with "Membership Experience Manager" in the subject line. Deadline for the first round of applications is Wednesday, June 12, 2024. Applications will be reviewed on a rolling basis until the position is filled.

We are most interested in finding the best candidate for the job, who may be someone who doesn't meet every qualification listed. Do not sell yourself short. If you are interested in applying, we encourage you to think broadly about your background and qualifications for the role.

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### Our Investments in Our Team

1000 Friends of Oregon offers competitive compensation, 100% employer-paid medical and dental for employees (80% for dependents), 403(b) retirement plans with employer matching for eligible employees, employer-paid short-term and long-term disability insurance, Employee Assistance Plan, flexible/family-friendly work schedules, generous paid vacation, sabbatical plan, and a collaborative work environment. 1000 Friends of Oregon also provides professional development opportunities. As a result, you will find a culture that supports and inspires collective and personal achievement.



### Covid Vaccine Requirements

1000 Friends of Oregon requires all staff to be vaccinated and take precautionary measures to keep staff and members healthy and safe. If you need medical or religious accommodations please speak with the Operations Manager, Lou Ocampo. All new hires will be given 6 weeks to be fully vaccinated from start date. Full policy available upon request.



### **Working Environment**

We work in a hybrid work environment with the option to work from our main office in Portland, from home, or some combination. Work environment includes desk work with a sit/stand option, using a computer extensively, and this position requires regular travel.

### **Equity Statement**

We know that land ownership, as well as land use policies and processes, have not always been equitable. Land ownership has been racially restricted, land use entitlements have favored those with access to decision-makers, and public engagement in land use planning has not reached communities of color and low-income communities. Our work at 1000 Friends carries a special responsibility to address equity, diversity, and inclusion because we deal with land and the land use planning system. We think 1000 Friends must consider equity in the land use system while simultaneously working to accomplish our mission. We will work to achieve equity in the decisions that govern 1000 Friends and in the policies for which we advocate and use equity as one of our core metrics for evaluating the effectiveness of our work.

### **1000 Friends is an Equal Opportunity Employer**

Our commitment to diversity includes the recognition that our mission is best advanced by the leadership and contributions of men and women of diverse backgrounds, beliefs, and cultures. Recruiting and mentoring staff to create an inclusive organization that reflects our character is a priority and we encourage applicants from all cultures, races, colors, religions, sexes, national or regional origins, ages, disability status, sexual orientation, gender identity, military, protected veteran status or other status protected by law.