



GREEN LAKE
ASSOCIATION

Director of Development

Prepared By Tapestry Talent, search + consulting

February 14, 2025

To apply: <https://tinyurl.com/GLADoD>



The **Green Lake Association (GLA)** is seeking a full-time Director of Development in anticipation of the retirement of their current fund development leader. This person will help advance GLA's commitment to safeguard Green Lake by improving its water quality, protecting it from critical threats, and accelerating its return to a clean lake. Green Lake Association has retained Tapestry Talent, search + consulting to conduct the search for the new Director of Development. Applicants will be accepted until March 30, 2025.

Please contact Jennifer Winding, Tapestry Talent, Search + Consulting: jennifer@tapestrytalent.co; 608-556-3315, or apply here: <https://tinyurl.com/GLADoD>

About Green Lake and the Green Lake Association

Green Lake, located 80 miles north of Milwaukee and Madison, is Wisconsin's deepest natural inland lake and one of its most unique natural resources. Its remarkable size (7,660 acres) and depth (236 feet) give it characteristics akin to the Great Lakes, making it a vital part of the state's ecological, cultural, and recreational history. Green Lake occupied an important position in Wisconsin's history ever since the first Hochunk people came to its shores 500 years ago. It spawned Wisconsin's renowned tourism industry, becoming the first summer resort west of Niagara Falls in 1867. Trains began bringing summer visitors from all over the United States in 1871. Currently, there are 1,000+ residences on the lake's perimeter.

The GLA is a nonprofit organization of property owners, farmers, businesses, and citizens all committed to preserving and restoring water quality in Green Lake and its 107 square mile watershed. Originally formed as a homeowners' association in 1951, the GLA now collaborates with various academic and governmental institutions to improve the water quality of Green Lake. Of Wisconsin's 500 lake associations, the GLA has evolved into the state's largest lake association and a model for collaborative, science-based conservation.

In 2014, Green Lake was designated as an impaired water body due to water quality issues from phosphorus loading. Since then, GLA has partnered with academic and community stakeholders to identify solutions, culminating in a landmark lake study in 2021. This study revealed that a 50–70% reduction in phosphorus is necessary to address the lake’s impairment and safeguard its long-term health. That same year, the GLA launched a five-year, \$15 million campaign to fund critical water quality initiatives, securing \$11.5 million to date. In 2024, a nationwide panel of water scientists was convened to recommend immediate solutions, which will be supported in part by this historic and inaugural campaign. Future multi-year campaigns are anticipated to sustain and scale these innovative efforts into the future.

Green Lake Association’s Funding Priorities: Our Lake, Our Legacy Campaign

\$10M: PHOSPHORUS REDUCTION In collaboration with partners, the GLA implements solutions to reduce the lake’s incoming phosphorus pollution—which impairs Green Lake’s water quality, fueling plant growth and degrading conditions for both our community and aquatic animals.

\$1M: DATA EVALUATION The GLA gathers data and information that drives the Lake Management Planning Team to identify water quality problems, inform solutions, and track collective progress.

\$1.5M: AQUATIC INVASIVE SPECIES PREVENTION To protect Big Green Lake’s water quality, the GLA minimizes the spread of new and existing aquatic invasive species through preventative measures and community education.

\$1M: COMMUNITY ACTIVATION The GLA cultivates community engagement in the health of the lake by mobilizing members, volunteers, and partners to act on Green Lake’s behalf.

\$1.5M: Critical Infrastructure

For more information, please visit: [Green Lake Association | Green Lake, Wisconsin](https://www.greenlake.org/)



About the Opportunity

The Director of Development will provide strategic leadership for a growing program of philanthropic support to improve the water quality of Green Lake, Wisconsin's deepest natural inland lake. They will lead staff professionals, board members, and key community stakeholders in completing a five-year, \$15 million campaign and in building a long-term, sustainable development program to support science-based, vital conservation work. The Director of Development will also build and mentor a growing development team to expand the organization's fundraising capacity. They will oversee all facets of GLA's development program: major gifts (including identification, qualification, cultivation, solicitation, and stewardship of major gifts from individuals), annual giving, planned giving, donor stewardship, and campaign operations.

The Director of Development will be supported by a Donor Relationship Manager as well as ancillary support from other staff. Recognizing the critical role of development in the organization's sustainability, the Board supports expanding the development team by adding staff to build a more robust program capable of cultivating donors and executing future campaigns. The Director of Development will build and mentor this growing development team, manage donor database systems, and collaborate on strategic initiatives.

The current development leader will be retiring in the summer of 2025. The new Director of Development will benefit from a short transition period of overlap, if desired. The role requires on-site work, with flexibility. The GLA office is in the historic Town Hall building at 492 Hill Street in downtown Green Lake, overlooking the Mill Pond and Green Lake. Built in 1899 as the County Courthouse, Town Hall also serves as home to collaborative partners, such as the Green Lake Conservancy, the local land trust, and Green Lake's Town Square. The salary range is \$90-\$110,000 with higher total compensation based on additional benefits and an annual performance-based incentive payment.



Responsibilities of the Role

Strategic Leadership

- Lead the development program, integrating membership, annual giving, major gifts, planned gifts, and donor stewardship into a cohesive strategy to raise \$2 - 3M annually.
- Collaborate with the CEO to align fundraising goals with GLA's strategic priorities.
- Work with the staff, Board and appropriate committees to develop immediate and long-range development plans to meet the GLA's strategic goals, including major gift campaigns where necessary.
- Build and mentor a development team.
- Provide counsel to the Board, Campaign Steering Committee, and staff on fundraising roles based on best practices.
- Assume primary responsibility for identifying and researching potential funding sources.
- Maintain a visible role as a key public spokesperson for the GLA.
- Provide major and planned gift program leadership in identifying, qualifying, cultivating, soliciting, stewarding, and acknowledging all donors.

Campaign Management

- Oversee the current \$15 million campaign, presently at \$11.5 million, including personal solicitations and the public phase of the campaign (to be launched in the summer of 2025).
- Identify and cultivate major gift opportunities, maintaining a personal prospect portfolio of 75–100 donors.
- Oversee the prioritization of a Community Development List of 400 major gift prospects.
- Maintain compelling case statements and campaign materials in partnership with the communications team.
- Strengthen donor relationships through tailored stewardship initiatives and communication tools.
- Maintain defensible financial models, campaign projections, and progress reports.

Operational Management

- Manage development operations, including donor database oversight, reporting, and gift acknowledgment processes.
- Develop and track annual fundraising budgets and performance metrics.
- Work with the CEO to prepare and implement an annual development budget and plan.

Strategic Event Support

- Actively participate in fundraising-based components of The Lake Ball, including identification of potential sponsors and high-profile guests.
- Seek sponsorship opportunities for other events, including the State of the Lake Breakfast.
- Organize and host other smaller cultivation and stewardship events, as necessary.



Ideal Skills and Qualifications

The Director of Development will be engaging, results-oriented, organized, and an exceptional relationship/network builder. They will bring a positive attitude, a sense of humor, and a passion for connecting with others who care about the environment. They will be a professional representative of the GLA, able to speak up and lead with a can-do, collaborative work ethic and a desire to support a kind team culture.

The ideal candidate will have experience leading, planning, and coordinating all aspects of organizational fundraising, supporting a \$2M budget and ambitious strategic plans to expand the work for long-term sustainability. They will possess a deep understanding of the art and science of fundraising: the resourcefulness to know where to look for funding and develop the necessary connections, and the mechanics of donor segmentation, data management, and strategic focus.

The ideal candidate will bring:

- Five years or more of strategic fundraising leadership, with experience in planning and successfully executing campaigns.
- A deep understanding of the five main elements of a development program: annual giving, major and planned giving, development operations, donor relations, and development communications.
- Exceptional skills in analyzing, tracking, and managing financial projections to meet both short- and long-term organizational goals.
- A strong commitment to addressing community needs, with a particular passion for environmental issues.
- Superior verbal and written communication skills to communicate with initiative, passion, and professionalism, including in large group settings.
- An affinity for working with metrics, to be able to report accurately to donors and to show measurable success.
- A Bachelor's degree in a related field of study.
- Firm grasp of MS Office, Google Business Suite, and various business and project management software, including donor management software.
- The ability to work in the office most days and travel to meetings in the greater area, with a 45 minute or less commute to Green Lake.

The Green Lake Association recognizes that the successful candidate may come from a variety of backgrounds and experiences. Tapestry Talent and the GLA will evaluate the unique qualifications and attributes of each candidate, understanding not all candidates will have achieved the ideal qualifications.

Benefits & Office Environment

- **Retirement Plan:** Eligible to participate in a SIMPLE IRA program with a dollar-for-dollar match up to 3%, fully vested from day one.
- **Cash in Lieu of Medical Insurance:** GLA provides a \$400 monthly stipend in lieu of group health insurance. However, if at least two employees enroll, GLA will offer group health, dental, and vision insurance. Participation in the stipend or insurance program is determined by the employee's preference and plan availability.
- **Paid Time Off:** Includes vacation (accrued annually based on tenure), sick and wellness days, paid holidays, and four flexible holidays to accommodate personal or cultural celebrations.

- **Paid Parental and Medical Leave:** Offers six weeks of paid parental leave at 60% of regular pay and up to 13 weeks of paid medical leave.
- **Professional Development:** Access to workshops, conferences, mentorship opportunities, and support for ongoing education to encourage professional growth.
- **Flexible Work Arrangements:** Options for remote work and flexible scheduling, subject to supervisor approval and role requirements, to balance personal and professional responsibilities.

GLA is committed to providing an inclusive and supportive work environment where employees thrive personally and professionally while contributing to meaningful conservation efforts for Green Lake.



GLA Staff

Living in or near Green Lake, Wisconsin

Green Lake is a charming, historic town with roughly 1,000 year-round residents, and 1,500 residents around the lake. Nearby Princeton, population 1,170, and Ripon (11,000 residents), home to Ripon College (8,000 residents), are both about a 15-minute drive from the GLA office. Water activities, cycling, and hiking are easily accessible, and each offers a community-oriented, small-town quality of life. Oshkosh and Fond du Lac offer larger urban communities within a 40-minute commute from Green Lake.

[Home Page - Green Lake, WI | Green Lake Area Chamber of Commerce](#)

[How to Spend a Day in Princeton, Wisconsin](#)

[City of Ripon, Wisconsin](#)

[Home | Discover Oshkosh](#)

[Destination Lake Winnebago Region | Wisconsin | Fond du Lac](#)

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or contact:

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