



Director of Annual Giving Position Description

I. TITLE: Director of Annual Giving
FLSA: Exempt

II. POSITION SUMMARY:

The **Director of Annual Giving** is responsible for the strategic leadership, planning, management, and execution of Waterloo Greenway's signature fundraising events and annual giving programs, serving as a key driver of philanthropic revenue and community engagement. Reporting to and working directly with the VP of Development this role leads the development and execution of event fundraising strategy, the engagement of host committee and volunteers, the event budget creation and adherence in alignment with the organization's annual revenue and expense goals, and the management of event production contractors.

Additionally, the Director of Annual Giving (DAG) is responsible for key elements of Waterloo Greenway's individual giving program, including the membership program and annual appeal campaigns, ensuring the organization is engaging a broad community of support in our important work. The DAG will lead the growth of our young membership program, including developing and executing membership drives, writing marketing content and creating in-park benefits in collaboration with our community engagement and programming teams. Additionally, the Director will develop the strategy for at least two appeal campaigns annually, working in collaboration with our communications team to execute. The DAG will also support the Leadership Circle individual giving program, managing a portfolio of donors. Lastly, the DAG will lead the planning and logistics for donor-hosted as well as in-park donor engagement events and receptions throughout the year, supporting critical donor cultivation and stewardship efforts.

This position plays a vital role in advancing Waterloo Greenway's mission by delivering exceptional, high-impact events and individual giving programs that inspire giving, deepen donor relationships, and support long-term organizational sustainability. In collaboration with the VP of Development and development team, the DAG is responsible for meeting or exceeding events-related fundraising goals; membership and appeal campaign goals; developing and executing successful fundraising events; stewarding and growing contributions generated through events and appeals; representing the organization to donors, vendors, and the public; coordinating event-related materials with the communications team; and managing production partners, volunteer co-chairs, and host committees.

The successful candidate will be self-motivated, entrepreneurial, detail-oriented, and highly collaborative, with the ability to manage multiple stakeholders, timelines, and budgets while maintaining a strong focus on revenue outcomes.





ESSENTIAL FUNCTIONS:

- Lead the fundraising strategy, and execution of Waterloo Greenway's two annual signature events - **Pop-Up Picnic** and **Glow in the Park Dinner & Concert** - generating **\$1.9M+ annually** in support of operations.
- Develop and implement comprehensive fundraising plans and timelines, including sponsorships, ticket and table sales, underwriting, auctions, and donor engagement strategies.
- Ensure all events align with Waterloo Greenway's mission, brand, and long-term fundraising goals while delivering exceptional guest experiences.
- Serve as the primary lead for event production, working closely with internal teams and external production partners.
- Manage vendor selection, contract negotiations, timelines, and deliverables to ensure high-quality, cost-effective execution.
- Oversee on-site logistics, staffing, run-of-show execution, and post-event breakdown, resolving issues as needed.
- Build, engage, and manage event co-chairs and host committees to drive sponsorships, ticket sales, underwriting, and donor outreach.
- Establish clear goals, roles, and accountability for volunteer leaders in support of fundraising outcomes.
- Partner with board leadership and the Development Committee to advance event goals.
- Develop and manage event budgets aligned with organizational fundraising targets, including ROI and CRD goals.
- Monitor revenue and expenses throughout the event lifecycle to ensure strong net results.
- Prepare financial projections, track performance against goals, and conduct post-event analysis to inform future strategy.
- Partner with the VP of Development and development team to leverage events for donor cultivation, stewardship, and prospect advancement.
- Collaborate with the Marketing and Communications team to create programmatic messaging, videos, and event-related collateral, including invitations, sponsorship materials, and digital content.
- Develop and implement an Honorary Chair program for Glow in the Park that thoughtfully recognizes and elevates past supporters and influential community champions.
- Lead pre-event fundraising efforts, including sponsorship outreach and table or basket sales.
- Identify, procure, and curate auction items to maximize fundraising potential.
- Support the VP of Development in the implementation of the Leadership Circle individual giving program. Manage a small portfolio of Leadership Circle donors.
- Lead strategy and execution of membership program, including directing membership drives, expanding benefits and developing stewardship initiatives.





- Direct appeal campaigns in collaboration with the communications team, developing strategy, case for support and financial goals.
- In collaboration with the VP of Development and the Major Gifts Officer, plan and execute in-park or donor hosted events to support stewardship, cultivation, and new donor acquisition.
- Provide event strategy updates, performance metrics, and insights to the Development Committee and Board.
- Prepare reports for the VP of Development, CEO, and Board, including revenue progress, forecasts, and post-event outcomes.
- Maintain accurate records of event fundraising activity, sponsor commitments, and donor engagement in the donor database.

III. OTHER ACCOUNTABILITIES:

- Provide professional, high-quality service to donors/attendees, members, sponsors, volunteers, staff, and other community partners.
- Prepare data for CEO, CDO and Board, to share ongoing results for fiscal year.
- Maintain all relevant data in database include donor meetings, correspondences, actions, etc.

IV. PHYSICAL DEMANDS AND WORK ENVIRONMENT:

This job is primarily performed in an indoor office environment, requiring the candidate to remain in a stationary position over 50% of the time. During events, this person will have significant on-site presence during events. Event execution may require standing for extended periods, lifting materials, and working outdoors in varying weather conditions. Reasonable accommodations will be made as needed. Evening and weekend work is required, particularly surrounding events.

EDUCATION AND EXPERIENCE:

- Bachelor's degree from accredited four-year college or university.
- Minimum 5-7 years of fundraising and/or event leadership experience, with demonstrated success managing large-scale fundraising events.
- Proven track record of achieving \$2M+ annual fundraising goals through events, sponsorships and individual giving programs.
- Direct experience managing event budgets, production teams, vendors, and production timelines.
- Experience working with volunteer leaders, host committees, and board members.
- Proficiency in CRM/donor databases and event management software; experience with DonorPerfect and BetterUnite preferred; strong working knowledge of Microsoft Office, including Word, Excel, PowerPoint and Google Suite.
- Must be highly organized, able to prioritize and multitask effectively, and enjoys building authentic relationships with people.





- Exceptional organizational, strategic, and creative problem-solving skills.
- Strong written and verbal communication skills.
- High professional standards, initiative, integrity, and collaborative leadership style.
- Commitment to the mission and vision of Waterloo Greenway Conservancy.
- A sense of humor.

ORGANIZATIONAL RELATIONSHIPS

- **Reports to:** Vice President of Development
- **Supervises:** Event-related contractors as applicable
- **Works closely with:** Development, Marketing & Communications, Finance, Programs, Design & Planning

COMPENSATION

Competitive compensation, commensurate with experience. Comprehensive benefits package including health, vision, and dental insurance; generous PTO; retirement plan with organizational match.

WORK ENVIRONMENT

This job is primarily performed in an indoor office environment, requiring the candidate to remain in a stationary position over 50% of the time. During events, this person may be required to lift heavy objects and stand for long periods of time; this is not essential and reasonable accommodations will be made if the person is not able to meet this requirement. This person occasionally works in outdoor weather conditions. Reliable transportation is required to attend frequent meetings off-site. Some evening and weekend hours are required.

TO APPLY

Qualified applicants are invited to submit a résumé, cover letter, and contact information for at least three professional references via email to jobs@waterloogreenway.org. (References will not be contacted without prior notification.)

Applicants must possess work authorization that does not require employer sponsorship for a visa.

EQUAL EMPLOYMENT OPPORTUNITY

Waterloo Greenway strongly supports equal employment opportunity for all applicants regardless of race, color, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.





HIRING PRACTICES

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this position.

