



**JOB OPENING:**  
**DIRECTOR OF DEVELOPMENT & PLANNED GIVING**

**OUR MISSION:**

**To Preserve and Care for Land, and to Connect People to the Land to Inspire a Conservation Ethic, Now and Forever.**

D&R Greenway Land Trust seeks an ***enthusiastic and experienced professional*** to support the mission of the nonprofit organization by managing and implementing a comprehensive development and donor outreach program. Fundraising activities include individual major gifts solicitation, annual appeals, foundation grants, fundraising campaigns, business and corporate grants and sponsorships, 2 major fundraising events annually, and development of a more robust planned giving program. Communication includes print and electronic media. The successful candidate will have direct experience in these activities and will be personable, organized and passionate about the work of D&R Greenway.

**Located in Princeton, New Jersey in a ca. 1900 renovated barn,** D&R Greenway was among the first 10% of land trusts nationally to be accredited in 2012 and was most recently reaccredited in 2023. New Jersey is predicted to become the first “built-out” state in the country and preservation is urgent. We are a ***creative, solutions-oriented land trust*** preserving land in urban, suburban and rural communities. We celebrated our 35th anniversary in 2024 having preserved over 325 properties totaling over 22,300 acres of land. We protect conservation and community lands that provide parks for people, habitats for wildlife, fresh air, clean water and farms for food. We provide over 50 miles of public access trails to connect people with nature. Our facilities include our Johnson Education Center in Princeton with mission-themed art galleries, educational programs and a Native Plant Nursery. Our Discovery Center at Point Breeze in Bordentown, NJ is on the former estate of Joseph Bonaparte, where we offer exhibits and educational programs in partnership with the Lenape Nation, among others. We are developing a signature park on the impressive Hillside Farm in Hopewell, NJ, the former home of philanthropist Betty Wold Johnson. Our facilities, trails and programs inspire a conservation ethic and teach about the connection of nature to health and happiness. This full-time position is a direct report to the President & CEO.

**APPLICATION DEADLINE: JUNE 4, 2025**

**Submit: A letter describing why you want to work with D&R Greenway, your resume and collateral material that demonstrates your accomplishments.**

**Send to: Deb Kilmer, Attn: Linda Mead, President & CEO, to [dkilmer@drgreenway.org](mailto:dkilmer@drgreenway.org).**

### **JOB RESPONSIBILITIES:**

The Director of Development & Planned Giving reports directly to the President & CEO and will work with a team that includes trustees, staff and volunteer committees.

### **Accreditation and Confidentiality**

- Ensure that all development and communications work is done in accordance with Land Trust Accreditation standards and practices.
- Maintain confidentiality in written records and in conversations that is respectful of donors and their wishes including anonymity where appropriate.
- Create and manage notes in the database and donor files to enable positive relationships.

### **Innovation and Goals**

- Implement the goals of the organization's Strategic Plan that include broadening the constituency of supporters in communities throughout D&R Greenway's region.
- Think outside of the box to identify new ways of engaging targeted audiences to support the mission of D&R Greenway.
- Identify, research, cultivate and solicit donor prospects in cooperation with the President & CEO and development committee.
- Work with President & CEO to set regular meetings and maintain communications with donors that establish and reinforce their relationship to the organization.
- Responsible for managing and writing grant-related materials, appeal letters and acknowledgement/appreciation letters to major donors.
- Assist the President & CEO in the development and leadership of specific campaigns or fundraising solicitations to achieve priority and timely goals, which may include park development, land preservation, stewardship and programming and capital improvements.
- Oversee and manage all aspects of development-related events including sponsorships, vendors, timeline, and engaging staff in tasks necessary for the success of the event.
- Grow the organization's nascent planned giving program by promoting, soliciting and recognizing donors who participate in the long-term stability and priority goals of D&R Greenway with bequests, charitable annuities and trusts and other means of planned giving.

### **Management**

- In cooperation with the President & CEO, set weekly objectives and manage priorities for self and related staff.
- Manage daily work of support staff for development, communications and the database.
- Solicit and manage consultants where appropriate to meet goals.

- Maintain annual, detailed calendar for development activities including, among others, solicitations, grant deadlines, and events.
- Ensure coordination, accuracy, timeliness and creativity of communications that support development, including website, social media and printed materials.
- Provide regular reports to the President & CEO and trustees on progress toward goals.
- Develop and oversee the annual budget for development-related activities.
- Ensure priorities and deadlines are met, with attention to quality control in a fast-paced environment.

### **HOURS and REQUIREMENTS:**

- Day-to-day work is Monday – Friday business hours with occasional evenings and weekends. Hybrid work possible after an initiation period.
- As a member of senior leadership, must be available to work long hours when needed to meet deadlines and accomplish goals.
- Available to attend D&R Greenway’s promotional and educational events as necessary.
- Must have a valid driver’s license and provide own means of transportation.

### **BACKGROUND AND EXPERTISE DESIRED:**

- A minimum of 7-10 years of related experience, with a nonprofit 501(c)(3) organization or educational institution.
- Demonstrated success in fundraising including asking for major gifts and planned giving.
- Excellent communicator with proven writing and presentation skills.
- Track record of success in grant writing and reporting.
- Proven marketing skills including innovative development of messaging and outreach.
- Leadership skills and understanding of technology for advancement through analysis and use of the organizational database and social media. D&R Greenway uses DonorPerfect and DonorSearch for our database.
- Experience in managing staff and working with volunteer teams.
- Experience developing and working with budgets.
- Ability to work directly in a database and maintain confidential records.
- Organized in managing multiple projects and setting priorities.

### **PERSONAL QUALIFICATIONS:**

- Passion for fundraising with proven ability to ask for major gifts.
- Sincere interest in D&R Greenway’s mission with demonstrated values that can be articulated.
- Innovator who responds to new challenges and opportunities.
- Ability to bring fresh ideas that diversify and broaden reach.
- Ability to articulate messaging to donors.
- Personable, able to engage and work well with donors and internal teams.
- Experience working with committees and teams to accomplish goals.

- Sincere, discrete person who can gain the trust and respect of others.
- A positive “can-do” personality and cooperative, flexible and responsive working style.
- Knowledge of central New Jersey and Bucks County, PA area communities desirable.
- Experience with DonorPerfect and DonorSearch is desirable, but not necessary.

**COMPENSATION:**

- This is a senior level position with competitive salary commensurate with experience.
- Benefits include health insurance including dental and vision; disability and life insurance; paid time off beginning with 3 weeks; 13 paid holidays and 8 sick days; Retirement Plan with employer match.

D&R Greenway is an equal opportunity employer. D&R Greenway Land Trust does not discriminate on the basis of race, religion, color, sex, gender identity, affectional or sexual orientation, age, non- disqualifying physical or mental disability, national origin, veteran status, or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit, and business need.