Marklund

EXECUTIVE RECRUITMENT

Marklund

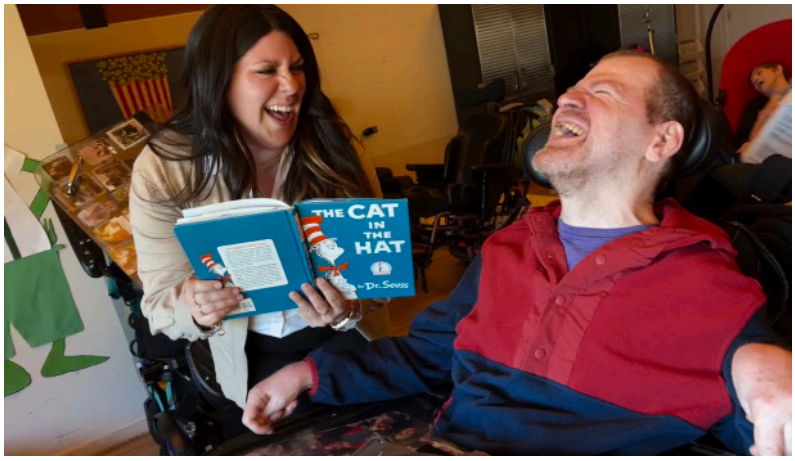
Director of Strategic Giving

TWB
FUNDRAISING

Position Overview

Marklund seeks a Director of Strategic Giving to lead the organization's mid-level and leadership giving programs and serve as a primary strategist for Marklund's comprehensive fundraising program.

Supporting a 9-person development team raising $6.7M annually, the Director of Strategic Giving strengthens organizational sustainability by coordinating strategies and processes that support donor cultivation, stewardship, and retention. Working collaboratively with Marklund's fundraising team, this role helps ensure donors receive consistent, personalized engagement throughout their giving journey—from their first gift to becoming long-term, core supporters.The Director facilitates cross-team planning, coordinates donor communication and recognition strategies, and monitors donor retention trends and key performance indicators across events and campaigns to identify opportunities to deepen relationships and increase long-term donor loyalty.



About the Opportunity

The Director works in close partnership with the Annual Fund Manager, setting the segmentation, analytics, and communications strategy that supports Annual Fund performance.

The Director also partners with the Major Gifts Manager, identifying and qualifying prospects for major gift cultivation and ensuring a seamless handoff as donors move up the giving pyramid. As a senior member of the development team, the Director serves as a key collaborator with the Chief Development Officer, providing continuity and accountability across all development functions.

The strongest candidates will bring analytical discipline to donor relationships and find satisfaction in building the systems that make a fundraising program work.

About Us

Marklund is dedicated to making everyday life possible for individuals with profound disabilities. Founded in 1954 when Claire and Stan Haverkamp opened their home to care for an infant with Down syndrome, Marklund has grown into a multi-campus organization serving children and adults with developmental disabilities through residential, educational, and community day services. Marklund's vision is to provide a happy, safe, purpose-filled life for every individual with intellectual and developmental disabilities.

Our team is united by a commitment to dignity, compassion, and possibility, and we are growing our development program to match the scale of our mission.

Why Join the Marklund Team

Joining Marklund means becoming part of a mission-driven organization with a long history of compassionate care and community impact. Staff members see the mission in action every day and play a direct role in creating meaningful, purpose-filled lives for individuals with profound disabilities.

This role offers:

- Opportunity for career growth with a high-performing development team
- Meaningful engagement with donors and community partners
- The opportunity to strengthen fundraising systems and donor stewardship
- A chance to shape long-term sustainability for a respected and growing organization

Primary Duties and Responsibilities

Donor Portfolio & Fundraising Strategy

- Analyze key fundraising data and develop strategies to support donor engagement and revenue growth
- Strengthen and grow the LGC by creating and implementing customized cultivation and stewardship activities to successfully solicit gifts of $1,000 to $14,999, with a focus on upgrading donors toward major gift consideration
- Manage donor pipelines and retention strategies for mid-level donors using disciplined moves management processes
- Build strategies and systems for segmentation, solicitation planning, stewardship actions, and communications lists
- Identify, qualify, and cultivate mid-level prospects for major gifts consideration, partnering with the Major Gifts Manager on timing and strategy

Stewardship, Communications & Donor Experience

- Strengthen stewardship practices across the LGC and Annual Fund programs through clear messaging and skilled writing and editing of letters, and stewardship updates
- Oversee donor-facing communications, including LGC Quarterly Newsletter, Leadership Letter mailings and mass communication, annual report preparation, and the communication calendar for all development activities
- Review and manage the Donor Wall and LGC donor wall for updates or enhancements
- Coordinate with marketing and communications staff for LGC Quarterly Newsletter and to ensure materials are accurate, timely, and donor-ready
- Maintain accurate donor records through clear CRM workflows and data hygiene standards

Primary Duties and Responsibilities

Events & Community Presence

- Manage the annual LGC reception and other stewardship events
- Collaborate with the Signature Events Director and Director of Community Events to apply individual giving strategies to event participants
- Represent the development team to potential donors and other stakeholders
- Cultivate trust and communication with Marklund families to ensure their voices are represented in communications and stewardship
- Support all Development Team fundraising events and campaigns

Team Leadership & CDO Partnership

- Work closely with the CDO, Major Gifts Manager and Annual Fund Manager identify potential gifts greater than $15,000.
- Build strong cross-functional relationships and coordinate across programs to support donor engagement and accurate storytelling
- Develop campaigns and creative appeals informed by current fundraising trends and research

Qualifications

- Bachelor's degree
- Five+ years of progressive fundraising experience in annual giving, mid-level giving, and/or leadership annual giving programs
- CFRE certification preferred
- Direct experience with portfolio management
- Experience managing donor pipelines, stewardship plans, and fundraising analytics
- Experience building and managing core fundraising systems, including moves management, stewardship cadence, and annual development planning
- Experience with post event strategy and cultivation
- Proficiency with Raiser's Edge NXT and Microsoft Office, particularly Excel and Word
- Strong organizational skills and ability to manage multiple projects simultaneously
- Strong written and verbal communication skills, including donor messaging, proposals, and stewardship materials
- Ability to represent the disability and nonprofit field with credibility and to communicate program impact clearly to donors and community stakeholders

Marklund

DIRECTOR OF STRATEGIC GIVING

Compensation and Benefits

The salary range for this position is $85,000 to $95,000, commensurate with experience and qualifications. Marklund offers a comprehensive benefits package that includes health coverage and retirement benefits. This role is bonus-eligible based on meeting annual performance goals. The role has on-site presence aligned with organizational priorities and donor engagement needs, allowing flexibility based on the demands of the work.

Marklund is an Equal Employment Opportunity employer, which does not discriminate on the basis of race, color, national origin, religion, sex, age, disability, veteran status, sexual orientation, gender identity, marital status, or any other status protected by law. Marklund is committed to providing an inclusive workplace where all employees are treated with respect.

Application Process

The search is being conducted by TWB Fundraising.

To apply, please submit a resume and cover letter via: **https://bit.ly/MarklundDOSG**

Inquiries and questions will be held confidentially and may be directed to **Heidi Waltner-Pepper, Senior Vice President**, at **hpepper@twbfundraising.com**.

No calls, please.