



Organizational Mission:

The Appalachian Trail Conservancy's mission is to preserve and manage the Appalachian Trail – ensuring that its vast natural beauty and priceless cultural heritage can be shared and enjoyed today, tomorrow, and for centuries to come.

The Opportunity

This is a position for an experienced professional with excellent fundraising and donor engagement skills who can work as part of the Advancement team at ATC to develop and expand fundraising strategies to support our conservation and management of the Appalachian Trail.

This position will report to the Associate Vice President of Advancement and will represent the ATC in all fundraising activities involving planned gift donors. This role requires an appreciation for the outdoors, sensitivity, diplomacy and a passion for building meaningful relationships. In this role you will be responsible for developing and implementing a plan to establish a robust planned giving program. This includes identifying donors and prospects likely to make a deferred gift, cultivating and stewarding them, and overseeing multi-channel communications that promote planned giving benefits and opportunities. You will also contribute to strategic planning and represent ATC at fundraising events with the goal of building meaningful, donor-centric relationships that lead to a lifelong connection to the ATC.

Essential Duties and Responsibilities:

- ⬆ Establishing and maintaining a planned giving program that includes strategies for identifying, cultivating, soliciting, and stewarding planned gift prospects and donors
- ⬆ Managing a portfolio of assigned planned giving prospects, qualified leads, and current legacy donors
- ⬆ Soliciting gifts both independently and collaboratively with staff and board members.
- ⬆ Working with staff to share and exchange pertinent information about donors with the capacity and inclination to make both major gifts and planned gifts.
- ⬆ Working closely with staff to develop a deep and comprehensive understanding of the unique history of the ATC and all of its project and program areas.
- ⬆ Documenting touchpoints with donors in a moves management system; ensuring key donor information is recorded and pertinent research is captured.
- ⬆ Tracking solicitation efforts, progress and overseeing the recognition of assigned donors.
- ⬆ Assisting in the planning and coordination of fundraising events.
- ⬆ Conducting follow-up activities for donor/prospect visits and events.
- ⬆ Planning and implementing planned giving donor recognition strategies.
- ⬆ Preparing written materials for donors and prospects, including correspondence, solicitation materials, profiles for A.T. Journeys magazine, acknowledgements, etc.
- ⬆ Other duties as assigned.

Qualifications

- ⬆ Commitment to the mission of the Appalachian Trail Conservancy.
- ⬆ Proven ability to write successful grant proposals for \$100K+ gifts.
- ⬆ Three to five years of planned gift fundraising experience
- ⬆ Knowledge of planned giving vehicles such as wills, trusts, IRAs, charitable gift annuities, charitable remainder trusts, donor-advised funds, and others
- ⬆ High comfort level in meeting with high-level executives and philanthropists.
- ⬆ Strategic thinker and problem solver with the ability to prioritize and manage multiple projects.
- ⬆ Exceptionally polished written and verbal communication skills with the ability to tailor messaging to the interests of donors.
- ⬆ Ability to understand a highly complex organization and articulate the organization's work compellingly to donors.
- ⬆ High degree of integrity, sensitivity and good judgment in working with donors and handling confidential information.
- ⬆ Knowledge of charitable trends and fundraising campaign strategy.
- ⬆ Computer savvy and able to learn new systems quickly.
- ⬆ High level attention to detail.
- ⬆ Strong work ethic.

Other desired qualifications and attributes include:

- ⬆ Bachelor's degree
- ⬆ Comprehensive campaign experience
- ⬆ Experience with moves management system

Physical Demands and Work Environment

- ⬆ Future frequent travel may be required, primarily on the East Coast.
- ⬆ Frequently communicates with individuals by phone, video, email and in person.
- ⬆ Working on the phone, video or computer for prolonged periods.
- ⬆ This is a remote position ideally located in the eastern time zone.
- ⬆ When working remotely, candidates must have access to secure internet access from which to work.

Additional Details

- ⬆ This position has a salary range of \$90,000-\$100,000
- ⬆ COVID-19 vaccination will be required for this position as a condition of employment. Medical and religious exemptions may apply.
- ⬆ Health, dental, and vision insurance available
- ⬆ Company paid long-term disability and life insurance provided
- ⬆ 403(b) Retirement Plan with up to 7% match after 1 year of service

To Apply

Please submit an application packet that consists of a resume, and a cover letter. Applications will be accepted until the position is filled. Please apply as soon as possible.

[Click here to apply through our ADP portal.](#)

ATC Equal Employment Opportunity Statement

The Appalachian Trail Conservancy (ATC) encourages collaboration, flexibility, and fairness with all employees and volunteers to enable participation and contributions to their fullest potential.

We are committed to being a diverse and inclusive organization and recognize that diversity contributes to an effective and successful organizational culture and mission.

The ATC prohibits discrimination in employment on the basis of race, color, religion, sex (including pregnancy, gender identity and/or expression), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, political affiliation, union membership, or any other status protected by the laws and regulations in the locations where we operate.

[Appalachian Trail Conservancy's Identity
Statement](#)