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Director of Development

*Year-Round
Updated Fall 2026*

Formerly Green Lake Lutheran Ministries - new name, same mission.

Summary

The Director of Development is a key member of the Water's Edge Ministries (WEM) leadership team and participates in strategic decisions affecting the organization. The Director leads and grows WEM's fundraising operations, helping donors and other stakeholders tangibly live out their calling and passion for the ministry's mission.

As a hands-on fundraising leader, the Director designs and implements a comprehensive development strategy, manages an active donor portfolio, supervises and develops staff, strengthens fundraising systems, and builds the development team's long-term capacity. The Director works in close partnership with the Executive Director, who is also actively engaged in fundraising.

Essential Duties and Responsibilities

1. Lead staff in interpreting the life-changing work of Water's Edge Ministries in ways that inspire individuals to deepen their engagement and generosity.
2. Lead a comprehensive fundraising strategy—including annual giving, monthly giving, major gifts, planned gifts, campaigns, events, grants, and foundation and corporate support.
3. Alongside the Executive Director, establish annual, increasing revenue and performance goals aligned with WEM's mission and strategic plan.
4. Manage an active portfolio of 100 or more qualified donors and prospective donors. Allocate approximately 75% of work time to donor engagement and portfolio activity, including identification, outreach, calls, scheduling, preparation, coordinating and conducting face-to-face visits, regional travel, solicitation, documentation, and follow-up.
5. Meet or exceed the following individual performance expectations:
 - Average at least 20 qualified donor visits per month.
 - Complete at least 96 substantive gift solicitations annually.
 - Secure, individually or in partnership with other WEM representatives, new or increased gifts totaling at least \$150,000 annually.
6. Oversee donor cultivation, solicitation, stewardship, acknowledgment, and reporting.
7. Recruit, supervise, mentor, and develop the development team as WEM's fundraising program grows. Assess staffing needs, establish clear expectations, provide regular feedback and training opportunities, and engage employees, fractional staff, volunteers, and consultants effectively.
8. Partner with the Executive Director and Board of Directors on fundraising strategy, campaigns, donor engagement, and solicitation.
9. Oversee fundraising revenue forecasts, the development budget, donor data and CRM practices, gift and pipeline reporting, performance dashboards, and evaluation of fundraising results.

10. Coordinate grant-related work and collaborate with finance, marketing and communications, program, and site staff on communications, reporting, impact stories, and funding opportunities.
11. Remain current on fundraising practices and trends and ensure that WEM's fundraising activities align with the ethical principles and practices of the Association of Christian Fundraisers.
12. Perform other duties as assigned.

Qualifications and Requirements

1. A Christian faith and the ability to authentically represent WEM and its mission: "Inviting all people to experience the life-changing love of Jesus in vibrant settings in community and creation."
2. Excellent communication and interpersonal skills, with the ability to interpret WEM's mission and inspire donors, board members, congregational partners, volunteers, and other stakeholders.
3. The strategic, analytical, and operational ability to establish goals, identify opportunities, manage budgets and forecasts, evaluate results, and address challenges.
4. Strong leadership and management skills, including the ability to build a team, supervise and develop staff, and collaborate across organizational functions.
5. Ability and willingness to travel frequently by car throughout the region. Occasional air travel, generally zero to three trips annually, may be required.
6. Nonprofit fundraising experience preferred but not required.

Working Relationships

Internal

1. Executive Director: Strategic alignment, fundraising leadership, donor engagement
2. Associate Director of Development and development personnel: Direct supervision, professional development, and fundraising program implementation.
3. Board of Directors: Education, engagement, and ambassador involvement.
4. Finance, marketing and communications, program, and site staff: Budgeting, reporting, donor communications, grants, impact storytelling, and identification of funding opportunities.

External

Donors, prospective donors, congregations, foundations, corporate and community partners, volunteers, committees, consultants, contractors, vendors, and professional associations.

Supervises: Associate Director of Development and additional development personnel as assigned

Supervisor: Executive Director

Classification: Exempt