



POSITION OVERVIEW

Friends of the National Arboretum (FONA) seeks a Membership Manager to join our collaborative Development and Communications Team to help grow the organization's fundraising efforts. You will play an important role on our team, mainly leading our membership program, the backbone of our development efforts, but also participating in other important aspects of fundraising and events. As our Membership Manager, you will be an important face of FONA for over 1,100 members who are passionate about the U.S. National Arboretum. The Membership Manager will be a key team member, working in close collaboration with others who are excited about the U.S. National Arboretum, FONA, and the positive impact that we have on people and the region.

ABOUT US

Friends of the National Arboretum (FONA) is a nonprofit membership-based organization working to preserve and enhance the U.S. National Arboretum (USNA) in Washington D.C. to ensure it continues to grow as a remarkable resource. Please visit our website www.fona.org for more details.

Primary Responsibilities

Lead FONA's Membership Program

- In collaboration with the Development Team, leads membership strategy to grow program and integrate it into major giving fundraising efforts
- Manages process and communications for new memberships and membership renewals, including mailing membership cards/acknowledgements and sending monthly renewal requests
- While this is not an "out the door fundraising" position, the Membership Manager represents FONA, and will interact with donors/members as needed by mail, email, phone, and in person (at events/gatherings),
- With team, helps identify and execute member benefits to enhance value to members
- Writes and drafts hardcopy and digital materials, such as email appeals and acknowledgements (note that our team is collaborative and all support development and communications written pieces)
- Manages FONA's donor database (ex: DonorPerfect) and assists with writing and editing emails using Constant Contact
- With team, leverages donor data to identify new prospects for major giving outreach
- Participates in annual strategy, planning, event planning, and budgeting

Participates and supports Major Giving fundraising efforts

- Interacts with major gift donors as needed by mail, email, phone and in person
- Oversees tracking of major gift donations and dashboard
- With team guidance and input, drafts major donor gift acknowledgements and appeals
- Support team's production of end-of-year appeals: pulling and sorting lists, formatting and mail merging letters
- Manages donor database in support of team's fundraising efforts and events
- Key team member to help execute an annual fundraising event for 400 people: manages sponsorship

trackers, interacts with donors as needed, handles invoices, acknowledgements, creates name tags, and helps staff the event. Manages process to invite and secure attendance by Capitol Hill staff

Other

- Supports FONA's growing and fun community event program on the grounds of the Arboretum (Garden Fair & Plant Sale, seasonal festivals, 5Ks, concerts, etc.): participates with other staff as needed helping to provide day of support and leading event specific membership needs

Reports to: Director of Philanthropy and Communications

Supervisory responsibilities: None

About you/suggested skills:

- Experience working on a fundraising or sales team
- A passion for the National Arboretum, nature, gardens, and people
- Proficient in Google Suite: Sheets, Docs, Calendar, Gmail, Drive; also Adobe Acrobat
- Experience managing a donor database (FONA uses Donor Perfect)
- Experience creating emails campaigns using email marketing platforms (FONA uses Constant Contact)
- Excellent written and oral communications skills
- Excellent interpersonal skills and ability to interact professionally with donors
- Strong attention to detail, process, and organizational skills
- Team building skills
- Ability to collaborate closely with others, work independently, and be self-motivated
- Discretion and excellent judgment

Work Schedule and Compensation

Work schedule is normally Monday to Friday, 9:00 AM to 5:00 PM with some evening and weekend hours. Salary is subject to FICA and income taxes. Excellent benefits package includes full health, dental and vision care coverage, a matching 401k retirement plan, paid federal holidays, generous accrued paid time off, and travel/cell phone/internet reimbursement. Work location will be a mix of both in-office (on the grounds of the U.S. National Arboretum) and remote. Flexibility to work occasional nights and weekends.

Compensation: \$60,000 - 65,000

Expected start date: March 2024

How to Apply

Please send a resume and cover letter to jobs@fona.org. Write "Membership Manager" in the subject line. In the cover letter, please include an answer to the question "What inspires you about the US National Arboretum?"

Chosen candidate will be required to pass a background check.

All applicants will be asked for a writing sample during the interview process.

Friends of the National Arboretum is an equal opportunity employer. We believe participation across a broad spectrum of human experiences and backgrounds is necessary. We value different skill sets, identities, education levels, and generations on our team, and are committed to creating a just and inclusive environment for all.