



Director of Annual Giving & Donor
Engagement

Appalachian Mountain Club

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Jesse Bryan

VICE PRESIDENT, EXECUTIVE SEARCH

Development Guild DDI

347.634.6663

jbryan@developmentguild.com

developmentguild.com

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The Appalachian Mountain Club seeks an innovative Director of Annual Giving and Donor Engagement to drive fundraising growth by developing and executing a comprehensive, integrated, and strategic annual giving and donor engagement program.

About Appalachian Mountain Club

Founded in 1876, the Appalachian Mountain Club (AMC) is the oldest conservation and recreation organization in the United States. AMC's mission is simple yet powerful: foster the protection, enjoyment, and understanding of the outdoors.



Supported by over 90,000 members and with 11 chapters from Virginia to Maine, AMC works to conserve the mountains, forests, waters, and trails of America's Northeast and Mid-Atlantic regions. AMC oversees and stewards well over 100,000 acres of land and 1,800 miles of trails and offers over 5,000 outdoor activities each year to help participants experience, appreciate, and learn more about the outdoors. Additionally, AMC is engaged in scientific research investigating the impacts of climate change and is committed to reducing its burden by protecting and managing land that sequesters

carbon, protects biodiversity and increases the resilience of landscapes and communities. In addition to supporting public policy to address climate change, AMC is committed to reaching "net zero" emissions as an organization by 2050.

AMC is inspired by the rich experience and backgrounds of its members and friends and aims to be a welcoming and kind community. AMC is united in its adventures by mutual trust, collective safety, respect for the natural world, and appreciation for our time together outdoors. With a focus on protecting mountains, forests, waters, and trails throughout the Northeast and Mid-Atlantic regions, AMC envisions a world where natural resources are healthy, loved, and always protected, and where the outdoors occupies a place of central importance in every person's life.

In early 2025, AMC released its 2025 to 2030 ALL OUT: Action Plan to connect people the outdoors. This plan focuses on the following four strategic priorities:

- Inspire joyous, meaningful outdoor experiences.
- Protect critical landscapes for the well-being of people and the outdoors.
- Cultivate and sustain a robust, welcoming community.
- Foster access to the outdoors.

For more information about the 2025 – 2030 ALL OUT: AMC Action Plan, please click [here](#).

About the Position

Reporting to the Chief Development Officer, Jennifer Norris, the Director of Annual Giving and Donor Engagement (DAGDE) is a dynamic, innovative professional with a proven track record in annual giving and donor stewardship. The DAGDE will develop and implement a multi-year strategy to drive substantial growth in annual giving and donor engagement as part of AMC's comprehensive campaign. They will set

strategic direction for annual and multiyear plans to grow AMC's Annual Fund in revenue, donor numbers, and lifetime donor value.

This person will spearhead AMC's fundraising growth by creating and executing a comprehensive, integrated, and strategic annual giving and donor engagement program. AMC aims to significantly expand its fundraising efforts to support operational, programmatic, and campaign needs, increase its donor base, ensure predictable revenue, and advance mission-driven initiatives. This role balances high-level strategic planning and organizational leadership with hands-on execution, including developing and implementing fundraising solicitations.

The DAGDE will oversee a donor-focused, data-driven annual giving program, targeting gifts between \$1,000 and \$9,999 for AMC's Annual Fund and other operational needs. Additionally, the DAGDE will design and lead a comprehensive engagement program that strengthens connections with donors at all levels, with a particular emphasis on the President's Society (AMC's midlevel annual giving society for \$1,000+ donors). Current engagement efforts include mailings, email communications, and cultivation events, ranging from multiday outdoor adventures to webinars and receptions throughout AMC's region.

The DAGDE will manage a team of two, the Donor Engagement Manager and Annual Giving Manager, and collaborate across the development and membership teams to expand annual giving efforts.



Key Responsibilities

Strategy:

- Develop and implement a multi-channel annual giving plan (direct mail, email, web, social media, texting, monthly giving, and volunteer engagement) to drive donor acquisition, retention, and upgrades.
- Design innovative engagement and stewardship strategies using personalized communications and recognition programs.
- Use data-driven insights to set and manage giving targets, focusing on growing the President's Society donor base (\$1,000–\$9,999) and increasing lifetime donor value
- Collaborate with the Development and Marketing teams to maximize contributions and engage a broad donor base.
- Optimize the annual giving and engagement budget to maximize ROI and program impact.

Delivery:

- Execute an annual calendar of giving campaigns, managing budgets and collaborating with cross-functional teams (marketing, communications, membership, and major gifts) for cohesive messaging.
- Develop compelling donor communications and marketing collateral aligned with AMC's strategic priorities.
- Leverage donor data to personalize engagement and identify major and planned giving prospects.
- Collaborate with major and planned giving teams to ensure seamless donor experiences.

- Promote a culture of philanthropy by training staff, volunteers, and chapter leaders to support fundraising efforts.
- Manage vendor relationships for cost-effective program execution.
- Travel as needed to AMC locations (Maine to Virginia) for staff meetings, donor events, and cultivation opportunities.

Leadership and Staff Management:

- Lead and mentor the Donor Engagement Manager and Annual Giving Manager, setting clear goals and providing regular feedback to support team development and performance.
- Foster a collaborative, results-oriented work environment that promotes innovation, accountability, and continuous learning

Key Qualifications

- 7+ years of fundraising expertise in annual giving, donor engagement, and stewardship.
- 3+ years of experience managing staff, with a focus on fostering a collaborative, results-driven culture.
- Comprehensive knowledge of fundraising principles, strategies, and trends in annual giving and donor engagement.
- Proven ability to design and execute complex, segmented fundraising campaigns across multiple channels.
- Strong ability to collaborate across departments and engage diverse stakeholders effectively.
- Analytical skills to interpret data, identify trends, and develop actionable recommendations.
- Excellent written and verbal communication skills, with the ability to craft compelling donor-focused messaging.
- Expertise with Salesforce or similar CRM systems for donor management, segmentation, and reporting.
- Entrepreneurial mindset with a data-informed approach to testing new strategies and iterating for improvement.
- Exceptional organizational and time-management skills, with the flexibility to adapt to evolving priorities.
- Campaign experience a plus.
- Sound judgment, discretion, and personal integrity when handling sensitive information.
- Passion for AMC’s mission of promoting outdoor recreation and conservation
- The ability to travel frequently in support of AMC’s philanthropic priorities (including weeknights and weekends). Travel may involve going to backcountry locations and staying in dormitory-style accommodation. AMC encourages candidates to have a willingness to learn how to engage in outdoor recreational activities, including skiing, snowshoeing, or hiking in difficult terrain.



The salary range for this position is \$100,000 – \$120,000 and is dependent on a candidate’s permanent location.

While a remote position, this candidate needs to be based in an area where AMC serves, from Virginia to Maine.

AMC is committed to fair compensation practices and encourages qualified candidates to apply. The initial salary represents AMC's starting point, and its compensation philosophy is designed to reward and recognize the contributions of its employees as they grow within the organization. External candidates typically begin their journey at the starting point of the salary range.

To express interest, please submit your cover letter and resume in confidence [here](#).

For more information, please visit www.developmentguild.com.



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About Development Guild DDI

For 40 years, Development Guild DDI has consulted to leaders across the nonprofit spectrum. Based in Boston and New York, we have successfully collaborated with more than 650 clients nationwide in the sectors of health & science, education, environment, the arts, and social justice. We are experts in executive search and fundraising and are at the forefront of delivering best practice in these services.

With each engagement, we work in teams tailored to a client's particular needs, providing sector-specific intelligence, cross-sector insight, and hands-on functional expertise. We combine our perspective on nonprofit leadership with our knowledge and experience in both fundraising and executive search. This distinct perspective enables us to deliver the most strategic and measurable impact.

