



## Director of Advancement

Southeast Land Trust of New  
Hampshire

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**Tracy Marshall**

EXECUTIVE DIRECTOR, SEARCH PRACTICE

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BOSTON | NEW YORK

***The Southeast Land Trust of New Hampshire (SELT) seeks a highly motivated Director of Advancement to lead private fundraising efforts and increase support for the organization’s mission.***

## **About SELT**

The Southeast Land Trust of New Hampshire (SELT) protects and sustains the significant lands in our communities for clean water, outdoor recreation, fresh food, wildlife, and healthy forests. Founded in 1980, SELT has partnered with landowners and communities throughout its 52-community region to conserve nearly 30,000 acres through conservation easements and fee ownerships. These lands include 12,000+ acres owned by SELT, with over 70 miles of woods roads and trails open to the public for year-round recreation. SELT is accredited by the Land Trust Accreditation Commission and has active programs in land conservation, easement stewardship, land management, community outreach, and nature-based education.

Guided by its 2024–2030 Strategic Plan, SELT is pursuing an ambitious vision that includes conserving an additional 15,000 acres, expanding access to those of a variety of needs, backgrounds, abilities, and traditions, protecting land of importance to communities that have had limited engagement with past conservation efforts, and creating ecological and recreational corridors such as the Pawtuckaway to Great Bay Greenway. The plan also explores intersections between land protection and community needs such as climate resilience and affordable housing.



SELT’s Nature is for Everyone initiative works to remove barriers to access, improve trail accessibility, and honor the full history of the lands it stewards. SELT also engages the next generation through its All-Terrain Learning Adventures (ATLAS) program, which connects youth with nature through hands-on exploration and partnerships with local schools and UNH Extension.

SELT’s offices are located at the beautiful, net-zero Nan and George Mathey Center for People and Nature, situated on the 237-acre Burley Farms in Epping, NH. The property is part of a conserved block of more than 500 acres along the Wild and Scenic Lamprey River, offering staff, students, and visitors access to miles of trails for hiking, birdwatching, and more.

*For more information about SELT, please visit <https://seltnh.org/>.*

## **About Philanthropy at SELT**

Philanthropy at SELT is collaborative and mission-aligned—bringing together board members, staff, and donors to build lasting relationships and ensure SELT’s ability to protect and care for the region’s most treasured landscapes for generations to come.



The organization engages a wide network of supporters through major gifts, planned giving, membership, and institutional partnerships. Donors are inspired not just by the outcomes of SELT's work, but by the opportunity to be active partners in shaping a healthier, more inclusive, and more resilient future for the communities SELT serves. No matter a person's ability, background, or circumstance, SELT believes all should have the opportunity to experience the wonder of the natural world.

In FY 2025, total revenue exceeded \$11 million for the second consecutive year, representing a nearly 20% increase over prior years. Unrestricted private contributions exceeded \$1.2 million, 19.26% higher than FY24. Grant revenue for annual operating purposes totaled \$375,970. Private contributions for conservation capital acquisitions totaled nearly \$1.77 million, demonstrating the strength of the fundraising program at SELT as well as the deep commitment of its supporters. While the greatest number of gifts come from individuals contributing less than \$500—reflecting a strong base of grassroots support—the majority of the total funds raised come from supporters at the \$50,000+ level who have a deep commitment to helping to fund land acquisition, easement stewardship, and community-centered conservation projects.

## About the Position

The Advancement Director is a senior leadership role responsible for the strategic vision and management of SELT's vibrant and successful fundraising and donor engagement programs. This position leads efforts to secure the philanthropic resources necessary to advance the organization's mission by leading major gifts, planned giving, and place-based capital campaigns, overseeing membership programs, and collaborating on foundation and corporate relations. The Advancement Director works closely with the Executive Director, Board members, and staff to deepen donor relationships and grow philanthropic support of SELT.



SELT has set the ambitious goal to increase participation among the general and major donor pool by 50% by the year 2030 to support the visionary Strategic Plan. In addition, SELT anticipates launching a comprehensive campaign in the next 2-3 years. These endeavors, including contracting professional counsel to advise SELT on growth and campaign strategies, will be led by the Advancement Director.

## Key Responsibilities

### Fundraising Strategy and Leadership

- Develop, manage, and implement a comprehensive fundraising strategy aligned with SELT's organizational goals.
- Set annual engagement and revenue targets; track and report progress regularly.
- Partner with the Executive Director, Leadership Team, and Board to foster a culture of philanthropy throughout the organization and SELT's donor community.

### Leadership and Major Gifts

- Lead SELT's major gift program (SELTie Conservation Circle), identifying and engaging high-potential donors to build long-term relationships that result in significant contributions to support SELT's annual operations, land conservation projects, and select programs.
- Manage and grow a personal portfolio of major donors; regularly solicit and secure gifts in the four- to seven-figure range.
- Support the Executive Director's cultivation, stewardship, and solicitation of major donors through the development and management of a portfolio, strategy development, material and donor visit preparation, and regular donor outreach.
- Design and manage capital campaigns, major fundraising initiatives, and micro-campaigns, as needed, for place-based conservation priorities such as Merrymeeting Clean Forever, coordinating across departments and with consultants as needed.
- Manage Advancement's extensive operations, including two direct reports, to meet ambitious annual and project-based goals.
- Lead Salesforce platform strategy, including overseeing donor data management analyzing metrics, and reporting on donor giving trends to course correct as needed and refine strategy to increase impact.

### Planned Giving

- Continue to grow SELT's planned giving program (Conservation Legacy Society) to secure increased long-term support.
- Understand simple and complex planned giving vehicles to educate and inform donors of the options to support SELT while meeting personal estate planning needs.
- Recognize and steward relationships with donors who have made planned gifts.
- Identify and cultivate new planned giving prospects to secure gifts at the 5 – 7-figure range as part of major donor portfolio management.
- Engage with professional advisors (e.g., estate planners, financial advisors) to support planned gift arrangements.
- Develop and manage planned giving events and marketing materials to raise awareness about estate gift options among donors and external professionals such as realtors, CPAs, and financial advisors.



## Membership Program and Foundation Support

- Oversee administration of SELT's membership program, including appeals, communications, and events to deepen member engagement. Ensure a seamless integration of membership efforts with overall fundraising strategy.
- Plan and implement membership growth strategies to help SELT achieve a 50% increase in its donor base by 2030.
- In collaboration with the Outreach and Education Director, identify and pursue foundation funding opportunities; maintain select institutional donor relationships.

## Strategic Leadership and Team Management

- Serve on the Leadership Team, contributing to strategic planning, organizational development, and operational decision-making.
- Supervise advancement staff and consultants, fostering a collaborative and results-driven work culture.
- Support Board committees related to fundraising and development and engage Board members in donor cultivation and solicitation efforts.
- Conduct fundraising practices in accordance with the Donor Bill of Rights and to the highest ethical standards to gain and maintain the trust of SELT's supporters.
- Ensure compliance with applicable Land Trust Alliance Standards and Practices and requirements of the Land Trust Accreditation Commission.

## Key Qualifications, Skills and Competencies

- Deep commitment to SELT's mission and a passion for land conservation and the natural world.
- 10+ years of progressive experience in fundraising, including major gifts, planned giving, and capital campaigns.
- Proven track record of securing six- and seven-figure gifts from both new and established donors.
- Deep expertise in donor cultivation, solicitation, and stewardship best practices.
- Strategic thinker with a track record of developing successful and engaging fundraising initiatives.
- Experience cultivating and developing relationships and community-based partnerships with people of a variety of socioeconomic and political backgrounds.
- Experience supervising staff, leading teams, and motivating volunteers in a collaborative, high achieving environment.
- Exceptional interpersonal, relationship-building, and communication skills.
- Ability to present an organization to a broad audience and speak publicly and engagingly about its vision, mission, initiatives, and impact.
- Excellent organizational and project management skills, with attention to detail and the ability to manage multiple priorities.
- Proficiency in Microsoft Office and the strategic, data-driven use of donor management systems (Salesforce experience ideal); familiarity with fundraising analytics tools.



- Background in land conservation, environmental nonprofits, or related sectors is preferred.
- Bachelor's degree in a relevant field (e.g., fundraising, communications, business); Master's degree preferred.

## Compensation

The Director of Advancement position has a salary of \$125,000+ commensurate with experience. Benefits package includes health insurance plan; long-term and short-term disability insurance; NH paid family and medical leave; employer match to 403(b)(7) retirement plan; and paid vacation, sick time, and holidays. Free solar-powered EV charging is available on site for SELT employees.

## Work Conditions and Physical Demands

This role is onsite. May work one day a week remotely; additional remote workdays are negotiable. Occasional travel is required, with select night meetings and weekend assignments. Work is performed in a normal office environment and is not subject to extremes of noise, temperature, odor, etc. The person in this position operates computers, printers, photocopiers, and basic office equipment. Work requires repetitive motion in the use of computer, keyboard, and mouse.



The Southeast Land Trust of New Hampshire is an equal opportunity employer. SELT is committed to creating a welcoming environment for its employees and is actively engaged in ensuring that its properties, activities and events are welcoming and accessible to all.

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

For more information, please visit [www.developmentguild.com](http://www.developmentguild.com).

### Tracy Marshall

**SENIOR VICE PRESIDENT, PRINCIPAL**

Development Guild DDI

## About Development Guild DDI

*For 45 years, Development Guild DDI has consulted to leaders across the nonprofit spectrum. 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.*

