



Maine Organic Farmers and Gardeners Association

Title: Membership and Development Manager

Primary Responsibilities: To manage MOFGA's membership and annual donor program.

Supervisor: Director of Membership and Development

Work Week: Full-time, generally Monday through Friday, 9 a.m. to 5 p.m. Occasional nights and weekend hours required.

Position: Salaried. Federal Fair Labor Standards Act Exempt. The employee is not eligible for overtime payment. This position is part of the MOFGA Workers United Union bargaining unit.

Location: Unity and remote office hybrid (TBD), with regular travel throughout Maine

Salary Range: The salary range for this position is \$60,000-\$65,000 annually, depending upon experience. MOFGA has an excellent benefits package, including paid medical, dental, and vision insurance and parental leave. Employees receive a generous time off package, including paid vacation and sick time, three personal days, two week-long office closures, 14 paid holidays annually, and an eight-week sabbatical after seven years of employment.

Summary:

We seek a Development Manager to join the Membership & Development department at the Maine Organic Farmers and Gardeners Association (MOFGA).

The Development Manager will lead our efforts to cultivate and expand MOFGA's membership and ensure we meet our annual membership and fundraising goals. This position will work closely with the Director of Membership and Development, MOFGA leadership, and the membership and development team.

The ideal candidate will be a self-motivated professional with fundraising strategy and administration expertise. We seek someone who can strengthen existing membership relationships, collaborate with our Major Gifts Manager to establish a new mid-level and major donors pipeline and serve as an ambassador for MOFGA within the community.

The Development Manager will report to the Director of Membership and Development.

Minimum Qualifications:

- 5+ years of professional fundraising experience, including membership and moves management skills.
- Superior interpersonal skills and ability to communicate professionally with a culturally diverse group of volunteers, co-workers, and donors.





- Excellent organizational and project management skills and ability to prioritize workload on time to complete assignments with many deadlines and competing requirements.
- The candidate must be a motivated self-starter able to manage their time independently.
- Adept at utilizing donor management software databases.

Position Requirements:

- Willingness to be hands-on in a role that requires a high level of energy and professionalism.
- Willingness to travel in Maine and regionally as necessary and work occasional nights and weekends, including supporting the annual Common Ground Country Fair.
- Regular commitment to work onsite in Unity to partner with staff across all teams.

Responsibilities:

Membership

- Serves as primary contact for all members of MOFGA.
- Plans and executes annual membership recruitment, renewals, and stewardship.
- Work with the Communications and Outreach Team to coordinate all membership communications during the year.
- Work with the Operations team to ensure all gifts are recorded and acknowledged promptly.
- Work with the Fair Gates team to ensure all members can utilize their membership benefit of admission to the Common Ground Country Fair.
- Planning and implementing membership events and assisting with other development events as needed.

Appeals

- Plan and implement the Annual Appeals and Membership Drive strategy, which includes goals, objectives, budgets, and operational plans. This includes but is not limited to:
 - Prior year analysis and realistic goal-setting
 - Creation and execution of a multi-channel fundraising strategy (email, social, web, mail, phone, events) to meet all annual appeal and membership goals
 - Creating and implementing a segmented audience strategy that recruits new members/donors and effectively moves donors to new levels of giving through identification, cultivation, solicitation, and stewardship.

Monthly giving program (Perennial Friends)

- Recruit new donors into the monthly giving program
- Track and manage all existing monthly giving participants
- Recover lapsed monthly givers
- Communicate with monthly givers as a segment of our overall fundraising efforts.





Other duties

- Manages dedicated giving opportunities, including ongoing management of the dedicated trees program, the campus pavers project, and others in honor of/dedicated giving opportunities.
- Utilizes metric tracking and analysis to determine ROI for all fundraising efforts this position plans and implements.
- Proactively manages the budget using creativity to enhance existing resources.
- Works closely with the Director of Membership and Development to implement new technology related to annual giving options.
- Uses donor database to track donor interactions and segmentation strategies.
- Works with Database Manager to build queries and generate reports as needed in relation to assigned duties.
- Carrying out all of the responsibilities listed above in accordance with the mission statement, goals, and philosophy of the Maine Organic Farmers and Gardeners Association and other duties as assigned.
- Other duties as assigned

MOFGA's success depends on the collaborative spirit among its staff members and volunteers. Employees are expected to be ready and willing to assist colleagues in all program areas when directed to do so by their supervisors. This includes having all staff work at the Common Ground Country Fair.

The Maine Organic Farmers and Gardeners Association is a broad-based community that educates about and advocates for organic agriculture, illuminating its interdependence with a healthy environment, local food production, and thriving communities. MOFGA is committed to creating an inclusive and sustainable workplace that reflects this mission. MOFGA is an equal opportunity employer and does not discriminate based on race, ethnicity, age, religion, gender, marital status, sexual orientation, disability, veteran status, political orientation, or any other characteristic protected by federal, state, or local law. We strongly encourage BIPOC (Black, Indigenous, and People of Color) and LGBTQ+ individuals, as well as veterans, to apply.

To Apply: Please submit a cover letter and resume to Mary Weitzman at mweitzman@mofga.org. We are reviewing applications on a rolling basis, and candidates are encouraged to apply as soon as possible. Applications will remain open until the position is filled.

