For over 170 years, the Women’s Prison Association (WPA) has worked to create opportunities for change in the lives of current and formerly incarcerated women and their families. WPA provides programs through which women acquire life skills needed to end their involvement in the criminal justice system and to make positive, healthy choices for themselves and their families.

The Director of Events and Engagement leads WPA’s annual giving efforts (donations <$1,000 annually), setting strategy and executing fundraising plans for sustaining and growing the number of annual donors, the size of individual donations, and converting annual donors to major donors and volunteers to annual donors. The Director of Events and Engagement will support major giving efforts of the Managing Director, Executive Director, and members of the Board.

Responsibilities include, but are not limited to:

- Manage all direct mail and online campaigns, in partnership with Director of Communications
- Place and cultivate individual volunteers
- Oversee the Emerging Philanthropists, WPA’s junior board
- Coordinate events logistics to ensure an exceptional donor experience, with a focus on cultivation and stewardship
- Conceptualize and implement membership programs and small donor cultivation events
- Assist new funder prospecting, including: research, analysis of fit, and proposal/grant writing
- Conduct donor visits and site tours
- Prepare regular reports on all campaign activities

Qualifications

- Bachelor’s degree required
- Minimum of 6 years’ experience in non-profit fundraising
- Deep passion for WPA’s mission and proven track record advocating for justice-involved women
- Strong verbal communications skills and an ability to write clearly and persuasively
- Must be a team-player
- Raiser’s Edge proficiency preferred
EOE