



## Now Hiring: Executive Director

About the Women's Fund of Greater La Crosse, Inc.

The Women's Fund of Greater La Crosse, Inc. is a 501(c)3 nonprofit organization that began in 1998 as a fund under the La Crosse Community Foundation when a group of local women began a challenge grant to grow a fund dedicated to "enriching the lives of women and children so they can do the same for others." Through the growth of our endowment fund, our annual Fall Luncheon, other varying fundraisers each year and annual giving, the Women's Fund successfully launched as our own organization in 2010.

**Mission:** The Women's Fund exists to enrich the lives of women and girls so they can do the same for others.

**Vision:** The Women's Fund exists to encourage the advancement and full participation of women and girls in society by promoting their full range of choices and to fund projects in the community which:

- Foster an impact on attitudes and actions that benefit women and girls
- Promote opportunity, health and self-sufficiency for women
- Encourage women and girls to develop as philanthropists

What We Do

**Grants:** The Women's Fund uses interest from our endowment funds plus annual giving to make grants to area organizations for their efforts to enrich the lives of women. Since 1998, the Women's Fund has awarded nearly \$700,000 to local nonprofits in advancement of our mission.

**Awards to Women:** The Women's Fund recognizes an outstanding woman each year through our Roberta Zurn award for this individual's work that inspires women.

**Appeals:** The Women's Fund conducts mailing campaigns in the Spring and at the year end to raise funds.

**Events:** Our annual Fall Luncheon features a notable speaker to inspire the more than 400 attendees. And our Spring Fling event unites more than 250 women for a luncheon filled with fun and camaraderie. These events are the basis for sharing our work with the community and help fund our operations.

**Corporate Partnership:** Since its founding, the Women's Fund has relied on partnerships with area businesses to advance our mission. Our 2020 corporate sponsors include, Mayo Clinic Health System, Trust Point, Hanson & Associates, Gundersen Health System, Logistics Health Inc., and more.

# Summary of Executive Director Position

The Executive Director reports to the Executive Committee and serves as the primary staff for all functions of the Women's Fund as directed by the Board of Directors and in assistance to committees in the following areas:

## FUND DEVELOPMENT

- Create and oversee annual and long-term fundraising plans.
- Work for and with the board, and volunteers to achieve annual fundraising goals.
- Maintain, develop, and recognize key individual donor, corporate, and foundation relationships and our database of contacts.
- Grow annual giving campaign.
- Procure individual, major and planned gifts
- Supervise event planning including ensuring sponsorships are secured
- Guide fundraising and grantmaking efforts.
- Provide leadership in identifying innovative strategies in fundraising.

## BOARD OF DIRECTOR RELATIONSHIPS

- Keep the Board fully informed on the condition of the organization.
- Develop and support present and future fundraising and entrepreneurial opportunities of the Board.
- Work with Board of Directors and partners to actively pursue and grow new and existing resources of revenue.
- Establish short- and long-term strategic development plans with Board of Directors input and approval. Implement and monitor any established plans.
- Assist the Board with meeting logistics, administration and tasks as needed.

## STRATEGY SETTING AND ORGANIZATIONAL OVERSIGHT

- Update and implement a long-term strategic plan which achieves the mission of the organization.
- Provide leadership in developing programs, fundraising, organizational planning and financial sustainability.
- Promote active and broad participation by volunteers in all areas of the Women's Fund
- Maintain and utilize a working knowledge of significant trends in the field of philanthropy, women's funds, social change and not-for-profit management.

## COMMUNICATION

- Along with the Board President, the Executive Director is the spokesperson for the organization.
- Actively recruits and orients volunteers to the organization.
- Manages regular email newsletter communications with donors

**POSSIBILITY IS POWERFUL**

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- Maintains social media presence

#### FINANCIAL

- Along with the Board President and Treasurer, works with the Board of Directors, Committees and staff in preparing a budget.
- Ensures the organization maintains sound financial practices, operates within budget guidelines and carries out plans and policies authorized by the Board.

#### ADMINISTRATIVE OVERSIGHT

- Ensures all administrative functions including financial and record-keeping aspects of organization are completed in a timely fashion
- Is responsible for the recruitment and oversight of all personnel, both paid staff and volunteers.

#### KNOWLEDGE, SKILLS & ABILITIES REQUIRED

- Experience working within a nonprofit organization
- Self-motivated
- Development experience
- Public speaking abilities
- Strong organizational skills
- Knowledge of databases, Microsoft Office, Excel, PowerPoint, and nonprofit Constituent Relationship Management (CRM) software
- Wordpress & social media experience

#### SALARY/BENEFITS

- Salary and benefits are negotiable and commensurate based on experience and qualifications
- Retirement with employer match and generous paid time off
- This is a flexible, 30-hr/week position
- Salary Range: \$30,000-\$45,000, with opportunity for periodic performance-related bonuses

TO APPLY: Send cover letter and resume to [info@womensfundlacrosse.org](mailto:info@womensfundlacrosse.org). Applications will be accepted on a rolling basis, until the position is filled.

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