



**DIRECTOR OF DEVELOPMENT**  
**WATERKEEPER ALLIANCE**  
NEW YORK, NEW YORK

***“WE ARE A DROP OF WATER ALONE AND A STRONG WAVE TOGETHER.”***

***MARGARITA DIAZ, TIJUANA WATERKEEPER***

**The Search**

Waterkeeper Alliance (WKA) seeks an experienced, collaborative, and ambitious advancement professional to serve as Director of Development for this internationally recognized organization which serves as a catalyst to the global movement of fighting for clean, healthy, and abundant water. WKA considers itself standing on the shoulders of a movement originated in the 1960s to hold polluters accountable for the degradation of our waterways. Today, it represents a global alliance of Waterkeeper groups and affiliates connecting people and communities to support one another, amplify collective voices, and strengthen the laws and policies vital to protecting everyone’s right to clean water.

Reporting to the Deputy Director of Waterkeeper Alliance, Mary Beth Postman, the director is the primary fundraiser for WKA working in close collaboration with all staff and key volunteer leadership to conceive of, set strategic direction for, and execute fundraising efforts that will further WKA, its priorities, and its strategic initiatives. The director personally manages a portfolio of high-level prospects and donors encompassing WKA’s most important individual, corporate, and foundation supporters.

The ideal candidate must have a proven track record of success securing major and principal gift commitments from individuals, corporations, and foundations of growing development programs; the ability to establish and maintain strong, collaborative relationships with varied internal and external constituencies; and a sophisticated understanding of the complexities around raising philanthropic support in a multifaceted non-profit setting. They must also have effectively demonstrated ability to mentor and cultivate growth in both people and programs. The director must be an exceptionally collaborative team player and relationship-builder who is eager to partner with WKA’s community of staff, governing leadership, and member base of over 350 mission-driven individuals.

**Waterkeeper Alliance History and Mission**

The Waterkeeper movement was started by a band of blue-collar fishermen on New York’s Hudson River in 1966 because industrial polluters were destroying their way of life. Their tough, grassroots brand of

environmental activism sparked the Hudson's miraculous recovery and inspired others to launch Waterkeeper groups around the world.

Over twenty years ago, there was a keen recognition that the growing number of Waterkeepers needed a centralized organizing entity that would unite their efforts and so the Waterkeeper Alliance was born. Today, WKA unites more than 300 Waterkeeper groups that are on the frontlines of the planetary environmental crisis, patrolling and protecting more than 2.5 million square miles of rivers, lakes, and waterways on six continents. WKA is also the largest and fastest-growing nonprofit solely focused on clean water by connecting local Waterkeeper groups worldwide.

From Alaska to the Himalayas, the Great Lakes to Australia, the Waterkeeper movement defends the fundamental human right to drinkable, fishable, and swimmable waters, and combines firsthand knowledge of local waterways with an unwavering commitment to the rights of their communities. Whether on the water tracking down polluters, in courtrooms enforcing environmental laws, advocating in town meetings, or teaching in classrooms, Waterkeepers speak for the waters they defend – with the collective strength of Waterkeeper Alliance and the backing of their local communities.

### **Waterkeeper Alliance Staff Structure and Work**

What you have read so far tells the story of the impact of Waterkeeper Alliance but how do they work? The twenty member staff deliver, every day, the essential work of the Alliance by supporting and building on these four pillars: Recruit, Train, Organize, and Advocate.

**Recruit** – Waterkeeper Alliance's Recruiting staff is responsible for expanding membership so that the local fight for clean water becomes a powerful global movement. The Recruiting staff brings on new Waterkeeper groups and affiliates. This effort includes finding qualified potential recruits, guiding them through the proposal process, getting them licensed, and facilitating their onboarding.

**Train** – Trainings are offered to set up each Waterkeeper group for success by providing the tools and resources necessary to be the most effective clean water advocates on earth, and so that local Waterkeeper groups benefit from the experience and strength of the Alliance.

**Organize** – Waterkeeper Organizers are responsible for ensuring the needs of Waterkeeper groups are met, uniting them as a powerful global force, and organizing collective action. They are responsible for addressing issues and questions raised by Waterkeeper groups and sharing that information across the Waterkeeper Alliance team.

**Advocate** – Waterkeeper Alliance's Advocacy team is responsible for championing change and building coalitions to fight pollution and protect watersheds. Through three core campaigns, our Advocacy team organizes, educates, and litigates to ensure all habitable watersheds on earth are drinkable, fishable, and

swimmable.

As Waterkeeper Alliance works with each individual and independent Waterkeeper group, it is with the goal of fulfilling three major campaigns: 1) clean water defense; 2) climate and safe energy; and 3) pure farms, pure waters. Each one of these campaigns focuses on one central issue: defending and enforcing clean water laws policies with a particular interest in the abuses of energy production and industrial meat production.

### **Waterkeeper Alliance Governance**

Waterkeeper Alliance has a unique governing structure that enables the organization to fulfill its mission to strengthen and grow a movement of the world's leading clean water advocates.

#### ***Board of Directors***

The Waterkeeper Alliance Board of Directors is composed of 15 members - seven directors are elected by and represent the Waterkeeper Council and seven directors are members of the President's Circle. The 15th director is the membership representative, who is elected by the membership. The Waterkeeper Alliance Board of Directors is the sole governing body for the organization, with duties and responsibilities as described in the Waterkeeper Alliance bylaws, including hiring and firing the Chief Executive Officer, budgeting and fiduciary responsibilities, and various committee work. The Board of Directors has the responsibility of prioritizing Waterkeeper Alliance and the Waterkeeper who make up the grassroots network of community advocates who defend and promote their watersheds on a daily basis.

#### ***Waterkeeper Council***

The Waterkeeper Council is composed of Regional Representatives and At-Large members who are elected by the Regions and Waterkeeper Alliance Members at the Annual Meeting and will serve terms as currently outlined in the Waterkeeper Alliance bylaws. The Waterkeeper Council will self-nominate Co-Chairs and those who they choose to elevate to the Board of Directors. The duties of the Waterkeeper Council are, but are not limited to:

- Populate committees
- Make committee recommendations to the Board of Directors
- Approve nominations for new members of the President's Council
- Recruit new Waterkeeper groups
- Other duties as necessary or requested by the Board of Directors

#### ***President's Council***

The Waterkeeper Alliance President's Council is composed of individuals who support the mission and work of the Waterkeeper Alliance and who have expertise in the business community, or other fields, that could benefit the work of Waterkeeper Alliance and its Waterkeeper groups. Members of the President's Council will elect a chair and will nominate members to serve on the Board of Directors. The members selected by the President's Council to serve on the Board of Directors do not need to be current members of the President's Council and can be recruited by the President's Council based on their expertise and skills. They must, however, support the mission of Waterkeeper Alliance and be willing to actively participate in Board of Directors activities.

The duties of the President's Council are, but are not limited to:

- Fundraise for Waterkeeper Alliance
- Participate in events to raise awareness of Waterkeeper Alliance
- Provide business expertise
- Advise the Board of Directors
- Recruit new President's Council members, Board members, and Waterkeeper groups

Lastly, there are two types of Committees: Board Committees and Advisory Committees which provide oversight and guidance in areas such as nominating, advocacy, development, communications, finance, investment, and so on.

### **Waterkeeper Alliance Five-Year Strategic Plan**

In late 2020, despite the global pandemic, the Alliance launched a robust process to develop a broadly owned five-year Strategic Plan that inspired possibility thinking, informed by science, which effectively engaged a diverse and wide array of the Alliance's constituents. Guided by Due East Partners, Waterkeeper Alliance created a new vision and mission, four bold strategic priorities paired with actionable strategies and measurable 10-year shared results to track and report on collective impact.

The following constituents played a significant role in shaping this new plan and charting a clear path forward for the Alliance:

- 24 Staff
- 168 Waterkeepers
- 44 Board, Waterkeeper Council, and Trustee Council Members
- 7 Leadership Circle Members
- 12 Partners, Donors, and Funders

The Five-Year Strategic Plan is a dynamic blueprint for 2021 – 2026. It was created with three essential measurements that will track collective progress and impact of the Plan: ***Our Shared 2030 Results and Indicators***. Those three measurements are:

- Clean and accessible water in countries across the globe;
- Hundreds of millions of people around the world actively engaged in protecting their water; and

- Global awareness that climate change and policy decisions have a dramatic impact on water, people, and the planet.

To reach these results, the Five-Year Strategic Plan sets out three priorities anchored by a foundational priority banner to gird the Alliance's ability to achieve success and make certain priorities are upheld. That foundational priority is to build and enhance Waterkeeper Alliance's capacity and resources to sustain a global network of Waterkeepers.

***Priority One – Strengthen Waterkeeper groups and grow a sustainable and diverse movement***

- Define a broadly owned Waterkeeper culture, principles, and commitment to justice, equity, diversity, inclusion, and cultural competency to solidify our Movement
- Develop and launch a certification program with a robust suite of trainings to increase the effectiveness and sustainability of Waterkeeper groups
- Improve collection and reporting of data across all Waterkeeper groups using consistent metrics, monitoring, and shared tools
- Foster community through shared learning and peer-to-peer interactions to support existing and new Waterkeeper groups
- Recruit and support Waterkeeper groups based on aligned geographies, issues, and interests
- Help ensure the safety and security of all Waterkeeper groups

***Priority Two – Amplify the collective voices of the Waterkeeper movement across the world***

Connect and collaborate with Waterkeeper groups to:

- Build shared narratives
- Increase political will for clean water
- Support frontline communities
- Mobilize regional and global action
- Co-create a cohesive set of strategic communications and tools that reflect our global movement's shared commitments and interests
- Broadly communicate our collective impact by reporting all Waterkeeper group's measurable progress and impact
- Expand The Movement's global brand awareness and leadership

***Priority Three – Fortify, defend, and enforce clean water policies and laws for communities and countries in which we work***

- Collaborate with Waterkeeper groups to identify and prioritize policies, environmental justice issues, and legal action in the countries in which we operate
- Support Waterkeeper groups in applying existing laws, holding polluters accountable, and advancing new legislation in targeted countries

- Work with a diverse group of partners and coalitions at all levels to elevate critical voices and successfully enact and defend laws and policies for fresh and marine water resources
- Elevate the political influence of frontline communities as part of an inclusive clean water movement

### ***Foundational Priority***

- Recruit and deploy five additional staff by 2023 to establish and manage fundraising, finance, operations, and internal and external communications
- Significantly increase and diversify revenue to enhance support of the Waterkeeper Movement
- Develop a global Governance and staffing structure
- Enhance member services for efficient and effective global support
- Engage in strategic partnerships to support the efforts of our Waterkeeper groups and closely aligned clean water initiatives

### **Waterkeeper Alliance Revenue Goals**

A significant piece of the strategic planning process is girding the inextricable link between program priorities and fundraising. In fiscal year 2022, WKA raised over \$15.3 million from individuals, events, corporations, direct mail, foundations and other sources, and are projecting to have raised a total of \$6.3 million in 2023. The plan for growth from 2023 to 2026 sees anticipates annual revenues to reach nearly \$17 million in fundraising dollars alone.

Waterkeeper Alliance sees that future increased fundraising will keenly focus on individuals and foundations. For individual giving, there are four focus areas: 1) Annual Giving (including monthly sustaining gifts); 2) Online Fundraising which has proven to be a strength of the Alliance; 3) Donor Advised Funds; and 4) Major Gifts. In researching and understanding the outstanding potential growth in these areas, WKA seeks to recruit an individual with a deep and demonstrated track record of success in these areas.

### **Waterkeeper Alliance Commitment to Justice, Equity, Diversity, and Inclusion (JEDI)**

Waterkeeper Alliance and Waterkeeper groups work to achieve environmental justice for everyone in their watershed so that all are ensured safe drinking water, fish and shellfish that are safe to eat, and access to life-enhancing recreational opportunities. Waterkeepers believe that regular people from all walks are vital in any movement to protect and restore local water, where people with far less power usually find themselves fighting interests far more with power and money. A just movement is more far-reaching, more compelling, and much more likely to attract passionate support from a wider base, making better movements overall. Conservation and environmental health are universal rallying points for fighting battles that truly must be connective and community-based or else face failure. Waterkeepers

are community organizers where the perspective on the community is defined by the track of the river or waterway that they work to protect.

One of the ways WKA brings power to these communities is by sharing our resources and our expertise – and learning from their experience and expertise as well. They also bring an appreciation for how truly diverse communities and movements can get so much more good done for the earth than those led by privileged, white environmentalists. Environmental justice is fundamentally important because you can't build a movement that has hearts and minds attached to it unless it reflects justice, equity, and fairness. Movements are defective if they ignore injustice or, for that matter, create or concede further injustice. Movements delinked from universal struggles for justice and equity run the risk of creating fresh injustices daily.

Justice and equity are completely integral to any vision for a functioning movement likely to make a difference in the future of any of our waterways. As Waterkeeper Alliance endeavors to heal the wounds that afflict our planet, we must also heal and repair the inequities that divide us. Restoring community determinism is an ethical and very sustainable solution. But like others throughout the environmental movement, WKA recognizes the essential need to do more to diversify staff, directors, and the movement racially and culturally, while rebuilding an organizational culture to better serve the “inclusion” that is much needed.

The Waterkeeper movement is a movement based on justice. Waterkeeper Alliance endeavors to ensure it can use the power of its proven model to amplify the voice of communities lacking political clout and to use the law to remedy environmental injustices. WKA's efforts toward this goal are buttressed by the movement's growing diversity.

Moreover, we all live and work in a diverse world and Waterkeeper Alliance strives to make the Waterkeeper movement as diverse as the multitudes of people it serves, therefore WKA believes it is imperative for the Waterkeeper movement to become more diverse, inclusive, and equitable in its makeup and practices. Advancing JEDI within the movement will help further Waterkeeper Alliance's mission and vision. Our Waterkeepers work in a hugely diverse array of communities around the world and the people they serve come from all walks of life. It is deeply important that the movement - including Waterkeeper Alliance staff, board, and councils - reflects the diversity of the communities it is fighting for every day. Bringing diverse perspectives into the movement will also help Waterkeeper Alliance to build better relationships, improve team problem-solving and communications, and lead to better outcomes and greater success.

### **Essential Duties and Responsibilities**

- Waterkeeper Alliance is a deeply complex organization serving over 300 organizations all with indefatigable determination working to protect and clean waterways around the globe.

Understanding and working successfully within this intense and multi-layered structure is paramount.

- Implement comprehensive cultivation, solicitation, and stewardship strategies and measurable plans for prospects, working both independently and in concert with internal staff, volunteer leadership, and, when appropriate, volunteer community partners around the globe.
- Using a creative and entrepreneurial approach, expand the reach of WKA to engage and connect with individuals, corporations, and foundations passionate about the mission and work of WKA.
- Leverage the expertise and services of colleagues and volunteer leadership to secure maximum support for WKA including annual, donor advised funds, individual, corporate and foundation support with an interest in WKA funding priorities.
- Coach, mentor, and support the direction of the development team who have played an important and indispensable role in the growth of WKA.
- Immediately become familiar and engage with the somewhat complex nature of the WKA board structure by meeting one-on-one with members of the President's Council and Leadership Circle.
- Develop solicitation and closure strategies, utilizing current industry best practices and social media, for major gifts aligned with WKA fundraising priorities and campaigns.
- Partner effectively with the CEO and Deputy Director to clearly identify and communicate WKA's philanthropic priorities, and ensure they are effectively and professionally staffed with regard to fundraising activities; provide focus for their efforts to ensure that their time spent is productive, meaningful, and personally rewarding.
- Maintain the longstanding, effective, and highly collaborative partnership with WKA's Communications Department to ensure that donors and potential donors receive consistent attention with essential, impactful messaging.
- Participate in key WKA events as needed.

### Key Qualifications

Ideal candidates will possess many of the following attributes:

- A minimum of seven to ten years of fundraising experience; experience securing philanthropic support for environmental causes is preferred.
- Proven track record of cultivating donors and successfully closing gifts of at least six figures in a complex nonprofit environment.
- Comprehensive major gift and campaign experience preferred.
- Familiarity with tax and charitable gift laws and planned giving vehicles/methods is highly desirable.
- The professional credibility and emotional maturity to effectively engage and leverage Waterkeeper Alliance leadership, board members, and other key stakeholders in philanthropic activities.
- Highly effective interpersonal, negotiation, and active listening skills; able to comprehend and translate academic, technical, and research information to all audiences.
- Engaging and persuasive written and oral communications; clearly capable of serving as a



professional and trusted representative of an institution.

- Independent and highly motivated to achieve personal goals while also serving as a valuable colleague and an active, contributing member of the team.
- Able to think strategically, critically, and creatively; a thirst for and comprehension of key data paired with keen analytic skills and a track record of data-driven problem solving and decision making.
- Track record of resourcefulness, tenacity, and success in a complex, dynamic setting.
- Proven ability to inspire and encourage leadership, advisory board members, and staff to embrace a culture of philanthropy and achieve fundraising goals and objectives.
- Optimistic outlook, entrepreneurial spirit, and strong work ethic; an outgoing and genuine nature; willingness to pitch in wherever necessary; a sense of humor.
- Willing and able to work evenings and weekends, and to travel to meet with prospects and donors, as necessary.
- Bachelor's degree required.

### **To Apply**

Jack Gorman from the executive search firm Isaacson, Miller is leading this search with Christina Garrison and Lisa Clayton. All applications, inquiries, and nominations will be held in the strictest confidence. For more information, to make a nomination, or to apply for this role, please visit:

<https://www.imsearch.com/open-searches/waterkeeper-alliance/director-development>

***Waterkeeper Alliance is an Equal Opportunity Employer.***