



Director of Development and Communications Lakeshore Camp and Retreat Center

Position Summary

The Director of Development & Communications advances the mission of Lakeshore Camp and Retreat Center by leading strategic fundraising and communications efforts, building meaningful relationships, and increasing community visibility. This role oversees development, marketing, donor engagement, volunteer fundraising, and storytelling to support long-term organizational sustainability.

Key Responsibilities

Fundraising & Development

- Develop and implement a comprehensive annual fundraising plan.
- Grow annual fundraising revenue to \$200,000+ through individual giving, church and community partnerships, grants, sponsorships, events, and fundraising campaigns.
- Cultivate, solicit, steward, and recognize donors through annual appeals, giving days, monthly giving programs, and personalized engagement.
- Identify and pursue grant opportunities and coordinate grant reporting.
- Maintain accurate donor records, reporting, and data integrity within the CRM.

Communications & Marketing

- Lead external communications through compelling storytelling that highlights mission impact.
- Oversee the organization's website, email marketing, newsletters, social media, photography, and print communications.
- Maintain consistent branding across all communication platforms and publications.
- Coordinate marketing efforts to support camp registrations, retreats, and special events.

Community & Relationship Building

- Serve as a visible ambassador by building relationships with churches, civic organizations, alumni, campers, retreat guests, donors, and community partners.
- Represent the organization at community events, conferences, and speaking engagements.

Volunteer & Board Engagement

- Recruit and support a volunteer fundraising committee focused on donor outreach, events, and campaign support.
- Partner with board members and organizational leadership to strengthen fundraising participation and donor engagement.
- Equip volunteers and board members with fundraising tools, messaging, and engagement strategies.

Qualifications

- Bachelor's degree preferred in Communications, Nonprofit Management, Marketing, Public Relations, or a related field.
- Three to five years of experience in nonprofit fundraising, communications, or marketing preferred.
- Demonstrated success in fundraising and donor stewardship.
- Excellent written, verbal, and interpersonal communication skills.
- Experience managing social media, email marketing, and CRM/donor database systems.
- Ability to manage multiple projects, collaborate effectively, and lead volunteers.
- Passion for the mission of camp, retreat, outdoor ministry, hospitality, or youth-serving organizations.

Preferred Skills

- Grant writing experience.
- Event planning and donor stewardship.
- Graphic design and content creation.
- Experience in a camp, retreat, faith-based, or nonprofit environment.

Ideal Candidate

- Mission-driven relationship builder with a passion for camp and retreat ministry.
- Comfortable inviting others to invest in a meaningful mission.
- Organized, self-motivated, and collaborative.
- Excited to build systems and strengthen long-term donor engagement.

Position Requirements

- Remote position with weekly travel to Lakeshore.
- Reliable personal transportation for donor visits and development meetings.
- Ability to host occasional weekday, evening, or weekend programming on-site.
- Attend board meetings and other organizational events as needed, both virtually and on-site.

Compensation

Salary: \$55,000 - 60,000 annually

Benefits: Comprehensive benefits package including health insurance, pension, mileage reimbursement, and a technology stipend for phone and computer expenses.

How to apply

Interested candidates should apply by submitting the following:

- A current resume
- A brief cover letter describing your interest in the position and relevant experience

Please send application materials to **executive@lakeshorecamp.org** with the subject line **“Director of Development & Communication”**. Applications will be reviewed as they are received. Please check out our website for more about the ministry and programming at lakeshorecamp.org.