



**A BETTER FUTURE
IS CALLING.**



Director of Direct Response

Arbor Day Foundation

Lincoln, Nebraska

Salary: \$100,000 - \$140,000



BACKGROUND

The Organization

The Arbor Day Foundation is a global nonprofit with a bold vision for the future where trees play a central role in strengthening communities, restoring ecosystems, and shaping a healthier planet. Since 1972, we've planted more than half a billion trees in over 60 countries. With nearly one million supporters nationwide, our individual engagement efforts sit at the intersection of mission, strategy, and experience. The Director of Direct Response is a senior leadership role responsible for how individuals engage with our mission across direct mail, digital, and related channels in order to bolster scale, consistency, and long-term supporter value over time.

The Position

We are seeking a Director of Direct Response to drive growth and deepen relationships between individuals and our mission through direct mail, online, and other channels. You will lead two complementary areas: Integrated Experience (IX), which focuses on driving membership and engagement through traditional and digital engagement methods led by direct mail, and Digital Experience (DX), which leads digital-first outreach and engagement efforts. Together, these teams power one of the nation's most iconic membership and fundraising programs—reaching nearly one million members—and play a vital role in cultivating long-term supporter value.

This role is based in Lincoln, Nebraska, and reports to the Vice President, Development. Team members are expected to work in the office on Monday, Tuesday, and Thursday, with optional remote work on Wednesday and Friday.

ROLE OVERVIEW

- **Own business strategy, planning and forecasting for the direct response program**, managing an annual budget, and applying data-driven rigor to decisions that balance short-term gains and long-term growth.
- **Serve as a strategic thought partner** across departments (Marketing & Communications, eCommerce, and Customer Engagement), bringing the voice of the supporter into cross-functional planning while aligning marketing, operations, and mission delivery for greater impact.
- **Drive multi-channel fundraising performance**, delivering annual revenue, net income, supporter growth and retention, and engagement goals through direct mail, email, web, and digital acquisition campaigns and journeys.
- **Modernize the full supporter journey** through personalization, audience segmentation, and data-driven testing and insights – strengthening long-term value and loyalty.
- **Advance key growth priorities**—including mid-level giving, sustainer strategies, and membership retention—by leveraging data and insights to test, refine, and scale efforts that align with supporter expectations and market trends.
- **Lead the evolution of our flagship membership trees program**—advancing the full supporter journey from acquisition through fulfillment and long-term engagement and retention, in close collaboration with cross-functional teams.
- **Lead and inspire a high-performing team** to exceed revenue and engagement goals for digital and mail programs.

THE IDEAL CANDIDATE

The ideal candidate for the Director of Direct Response position possesses the following competencies:

Optimizes Work Processes Knowing the most effective and efficient processes to get things done, with a focus on continuous improvement.	Drives Results Consistently achieving results, even under tough circumstances.	Cultivates Innovation Creating new and better ways for the organization to be successful.
Communicates Effectively Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences.	Manages Complexity Making sense of complex, high quantity, and sometimes contradictory information to effectively solve problems.	Stakeholder Focus Building strong stakeholder relationships and delivering targeted solutions.

Additional Qualifications

- **Passion** for the Foundation's mission, nature, environmental stewardship, and people.
- **Proven experience of owning and delivering direct response revenue-generating programs** through direct mail, email marketing, digital acquisition, and integrated campaigns.
- **Strategic vision;** able to navigate channel-specific nuance while staying focused on ROI, lifetime value, and deeper supporter connection.
- **Financially savvy and insight-driven;** confident navigating budgets, KPIs, segmentation models, and optimization efforts.
- **Entrepreneurial mindset, self-starter, and natural change agent;** energized by opportunities to build and evolve.
- **Customer-centric mindset,** always seeking to understand and enhance the experience of donors, members, and consumers—balancing empathy with business outcomes.
- **Experience building and leading high-performing teams;** fostering trust, and inspiring collaboration.

WHO WE ARE

Work Environment

This is a hybrid role. Arbor Day Foundation employees are expected to be in the office on Mondays, Tuesdays, and Thursdays.

COMPENSATION AND BENEFITS

Salary

\$100,000 - \$140,000

Benefits

- **We care about your health.** We offer competitive healthcare (health, dental, vision) coverage for you and your loved ones matched with a wellness incentives program.
- **We invest in your future.** Company paid short-term and long-term disability, paid parental leave, life insurance and 401k with company match are available.
- **We know the little things matter.** Team members receive a monthly parking stipend, a fully stocked kitchen, and access to a plethora of benefits at Arbor Day Farm.
- **We care about your growth.** We allocate 40+ hours annually for our team members to focus on learning and development.
- **We want you to unplug when needed.** We believe in taking your time off without guilt, including the week between Christmas and New Years that we close our Lincoln Campus to recharge.
- **We'll round out the experience.** We put our culture first, and we host events and experiences throughout the year to show that we care about you (and your family).

TIMELINE AND NEXT STEPS

If you are interested in this position, please [click here](#). All applicants will receive an email confirming receipt of their application.

We encourage candidates of all backgrounds to apply even if you do not meet all of the qualifications outlined above.

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[Submit an application](#)