

PRINCIPAL GIFTS OFFICER

[RAINFOREST ALLIANCE](#)

LOCATION — REMOTE



Aspen Leadership Group is proud to partner with the Rainforest Alliance in the search for a Principal Gifts Officer.

The Principal Gifts Officer will advance the mission of the Rainforest Alliance through the engagement and solicitation of high-net-worth individual donors and prospects at the principal gifts level, gifts of \$500,000+, in close partnership with the Chief Executive Officer, Chief Development Officer, and Senior Director, Individual Giving. This includes managing and coordinating the identification, qualification, cultivation, solicitation, and stewardship of an assigned portfolio with the goal of significantly increasing revenue in support of the Alliance’s ambitious [Rainforest Alliance Vision 2030](#) strategy.

Founded in 1987, the Rainforest Alliance is an international non-profit organization working at the intersection of business, agriculture, and forests to make responsible business the new normal. The Rainforest Alliance is building an alliance to protect forests, improve the livelihoods of farmers and forest communities, promote their human rights, and help them mitigate and adapt to the climate crisis. As an alliance of farmers, forest communities, companies, and consumers, the Rainforest Alliance is committed to creating a world where people and nature thrive in harmony. By bringing diverse allies together, the Rainforest Alliance is making deep-rooted change on some of the most pressing social and environmental issues of our time. It is implementing proven and scalable solutions on the ground while testing innovative ways to drive change.

The best hope for a brighter, more resilient future is to embrace sustainability on a systemic and massive scale. That’s why the Rainforest Alliance is built upon a simple, yet powerful idea: *When we act collectively, we can create a world where people and nature thrive together.* The Alliance partners with farmers and forest communities in many of the world’s most important tropical landscapes — working together to promote land management practices that protect nature while boosting rural livelihoods. The Rainforest Alliance works with companies, big and small, to advance responsible business practices across global supply chains. At the same time, the Rainforest Alliance works with governments and civil society organizations — at both the local and international level—to drive sustainability transformation through strengthened policies. And finally, the Rainforest Alliance mobilizes millions of individuals to harness their collective power as consumers and make better choices for people and nature.

Life on Earth is a delicately balanced web of interdependence. The Rainforest Alliance focuses its efforts on four closely connected issues that are vital to global sustainability: forests and biodiversity; climate; rural livelihoods; and human rights. Four main areas of work are all interconnected and have been designed to drive sustainability in the sectors and landscapes where the Rainforest Alliance believes it can make the biggest difference for people and nature: certification; landscapes management; advocacy; and supply chain services.

The Rainforest Alliance is a global leader in sustainability certification. Farms, forest communities, and businesses that participate in the certification program are audited against rigorous sustainability standards based on a triple bottom line: environmental, economic, and social well-being. More than two million farmers follow the Alliance's agriculture standards in 70 countries around the globe. Programs of the Rainforest Alliance focus on coffee, cocoa, tea, bananas, and many other important commodity sectors facing urgent environmental and social challenges. These sectors and landscapes have changed profoundly in the past 35 years. Building on all that it has learned, the Rainforest Alliance has redesigned its certification programs to raise its ambitions and amplify its impact, providing a clear path to a more resilient and inclusive future that is guided by the key principles of improving data management, context adaptability, shared responsibility, and continuous improvement.

REPORTING RELATIONSHIPS

The Principal Gifts Officer will report to the Senior Director, Individual Giving, Lauren Floro.

FROM THE SENIOR DIRECTOR, INDIVIDUAL GIVING

The Rainforest Alliance was founded with a simple mission: protect the rainforests. As a global leader in environmental conservation, we work at the intersection of environmental, social, and economic sustainability to create a world where people and nature thrive together. We partner with the global communities managing farms and forests, knowing that the best way to help them earn a living wage is to help them protect their natural resources while encouraging companies and consumers worldwide to support them. Our green frog seal, now found on tens of thousands of unique products worldwide, isn't just a symbol for sustainable production — it's a hallmark that speaks to the strength of collective action, a testament to the change that is possible when we work together. Alongside our allies, we've set standards for sustainable agriculture, championed wildlife protection, and helped farmers adopt climate-resilient practices—all because of a little green frog.

The search for a Principal Gifts Officer comes at a time when the effects of climate change are increasingly apparent around us and the Rainforest Alliance is shoring up efforts to address the issue at the speed and scale necessary to course correct, restore, and repair. The Principal Gifts Officer will be joining an expanding Individual Giving team, working in close partnership with me, the senior leadership team, and Board of Directors to cultivate and secure transformational gifts from high-net-worth individuals, foundations, and other key donors. This role will be integral to scaling our impact and advancing critical initiatives that protect ecosystems and improve the livelihoods of the communities that depend on them.

It's easy to feel overwhelmed by the vast challenges our magnificent planet is facing. Our individual efforts may seem small — but, together, our push for radical, urgent action can become unstoppable. If, like me, you yearn to leave the world better than you found it, I invite you to join the movement and become part of our dedicated global community of professionals from different cultures, perspectives, and backgrounds, united by a passion for and a commitment to environmental conservation. Thank you in advance for your interest in this unique role. I hope that we can discuss this opportunity further.

—Lauren Floro, Senior Director, Individual Giving

PRIMARY RESPONSIBILITIES

The Principal Gifts Officer will

- build and manage a robust portfolio of donors and prospects with the capacity to make transformative gifts in their lifetime, including identification and qualification, cultivation, request for support, and prompt follow up, stewardship, and recognition;
- prepare donor, prospect, and event briefings for the Chief Executive Officer, Chief Development Officer, Senior Director, Individual Giving, and Board Committees;
- utilize systems and software to track and cultivate donors and prospects, including the donor database and wealth screening tools;
- provide regular analyses and reports to team members and Development leadership;
- maintain up-to-date revenue projections toward annual revenue goals;
- track and report relationship management activity using Salesforce;
- build and analyse reports in Salesforce to report progress against cultivation, stewardship, and fundraising goals; and
- develop and maintain strong collaborative working relationships with team members.

LEADERSHIP

Lauren Floro

Senior Director, Individual Giving

Lauren Floro is an experienced fundraising professional and a passionate advocate for environmental conservation, currently serving as the Senior Director of Individual Giving at the Rainforest Alliance. With more than ten years of experience in nonprofit development, Lauren plays a pivotal role in securing critical financial support to advance the organization's mission of protecting nature and improving the lives of farm and forest communities. In her current role, Lauren leads a dynamic team focused on cultivating and stewarding relationships with individual donors, fostering a culture of philanthropy that helps drive sustainable, impactful change.

Before joining the Rainforest Alliance, Lauren helped build individual giving programs at Atlantic Council and Bipartisan Policy Center, where she honed expertise in major gift cultivation, annual giving programs, and donor retention strategies. Her career has spanned both international and domestic NGOs, supporting mission-driven work for youth development, equity, climate, and local communities.

Lauren received her B.A. in international studies and Russian from the University of North Carolina at Chapel Hill, and her M.P.A. in nonprofit management from George Washington University. Lauren is driven by the belief that every individual has a role to play in creating a sustainable future, and they are dedicated to empowering donors to make a lasting impact on the planet for generations to come. Personally, Lauren has a passion for traveling, racing GT cars, British comedy shows, bad puns, and enjoying free time with her husband, Andrew, two cats, Oakley and Louie, and golden retriever, Magic.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The Rainforest Alliance seeks a seasoned fundraising professional with a history of managing a portfolio and closing gifts with significant institutional impact from individuals, families, and family foundations. The Principal Gifts Officer will be a high impact, confident self-starter that thrives in a fast-paced, entrepreneurial environment that values results. To be successful in this role, the Principal Gifts Officer must be persistent and driven to succeed in advancing efforts to grow a robust pipeline of high-net-worth individual donors and in meeting or exceeding stretch fundraising goals.

Furthermore, the Rainforest Alliance seeks a Principal Gifts Officer with

- a commitment to the mission of the Rainforest Alliance — to create a more sustainable world by using social and market forces to protect nature and improve the lives of farmers and forest communities as well as the Alliance's core values of impact, change, collaboration, openness, and trust;
- a desire to excel in a creative and innovative environment, with a focus on thinking through new ways to involve and engage donors;
- self-motivation, self-sufficiency, and a drive to lead and collaborate with others to achieve success;
- a detail-oriented, strategic, and analytical mindset;
- a persuasive, outgoing, and confident approach to one's work with exceptional communication skills across platforms;
- the highest standards of personal and professional integrity;
- an ability to thrive as a team player and an affinity for building close, effective working relationships with a diverse group of stakeholders;
- excellent writing, editing, and verbal communication skills;
- flexibility and an ability to work well under tight deadlines; and
- proficiency in Microsoft Office Suite and development databases, preferably Salesforce, as well as experience managing complex projects using project management tools.

A bachelor's degree or an equivalent combination of education and experience and at least seven years of experience in development, with an emphasis on principal gift fundraising, is preferred for this position. Experience in an international conservation environment is desirable. The Rainforest Alliance will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to the Alliance, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

SALARY, BENEFITS, AND CULTURE

The salary range for this position is \$130,000 to \$150,000 (USD) annually. The Rainforest Alliance offers a comprehensive benefits package that considers its staff members' and their families' health, career development, and financial future.

The Rainforest Alliance prioritizes the well-being and resilience of its staff members and wants them to feel appreciated for their time and work. As a global community, the Rainforest Alliance believes that a diverse, equitable, inclusive, and accessible environment is crucial in all aspects of its work to achieve a world where people and nature can thrive in harmony together. The Rainforest Alliance believes its workforce and alliances should reflect the diverse communities and geographies in which it works. It is building a culture that seeks out and serves the interests of those with different or underrepresented backgrounds, identities, abilities, cultures, and perspectives. Any meaningful change the Rainforest Alliance wants to achieve for people and nature hinges upon prioritizing equity and fairness.

LOCATION

This position may be performed remotely from any country where the Rainforest Alliance has an office¹. This position requires domestic (USA) and international travel.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. **Cover letters should be responsive to the mission of the Rainforest Alliance as well as the responsibilities and qualifications stated in the prospectus.** Review of applications will begin immediately and will continue until the successful candidate has been selected.

To apply for this position, visit: [Principal Gifts Officer, Rainforest Alliance](#).

To nominate a candidate, please contact [Tonya Malik-Carson](#).

All inquiries will be held in confidence.

¹Africa: Cameroon, Democratic Republic of the Congo, Ethiopia, Ghana, Ivory Coast, Kenya, Malawi, Nigeria, Rwanda, South Africa, Uganda. **Asia:** China, India, Indonesia, Japan, Vietnam. **Europe:** Belgium, France, Germany, Netherlands, Sweden, Switzerland, Turkey, United Kingdom. **Latin America:** Argentina, Brazil, Colombia, Costa Rica, Guatemala, Honduras, Mexico, Nicaragua, Peru. **North America:** United States.