Erika Stadsklev
Annual Fund Specialist

Erika Stadsklev is the annual fund specialist with Western Resource Advocates (WRA). She works closely with donors and sponsors and oversees key fundraising events to increase philanthropic support and finance regular and ongoing expenses in service of WRA’s mission.

Stadsklev implements strategies and tactics to manage and grow the Annual Fund program, which is a large portion of donations to WRA and focuses on donors who give up to $1,000 annually. She stewards relationships with supporters via direct mail appeals, events, and personal communications. Stadsklev enjoys engaging donors in and educating them about WRA’s on-the-ground efforts to fight climate change. One of her favorite parts of her job is showing them the impact of their gift and how they play a critical role in WRA’s ability to secure specific wins.

Stadsklev also collaborates with WRA’s Marketing and Communications team on planning and executing donor-focused email and online giving opportunities, including Colorado Gives Day and Giving Tuesday. Since starting her position in early 2022, Stadsklev has successfully grown the revenue for Giving Tuesday by 1,000% and has increased staff participation by 50% by fostering a culture of philanthropy. She is well-suited for this work, and one of her proudest accomplishments while at WRA is personally bringing in over 40 new donors and raising $1,500 through a personal Colorado Gives Day challenge.

Prior to managing the Annual Fund, Stadsklev was the executive assistant to WRA’s president and provided support to several vice presidents. She managed the president’s calendar, ensured his development-related action items were met, and completed other administrative duties. Stadsklev also regularly communicated with WRA’s Board of Directors and supported its functions, and she provided the senior and executive leadership teams with important operational assistance. This experience gave her valuable insight into strategic planning and organizational decision making.

Stadsklev, who joined WRA in 2019, has a deep interest in environmental policy, research, and sustainability. She grew up taking trips to the West and was drawn to work at WRA so she can help protect the region and its landscapes for others to live in, enjoy, and experience.

Before her time at WRA, Stadsklev managed the Boulder Farmers Market, one of the largest farmers markets in Colorado. This role pulled on her strong organizational, planning, and communication skills. She increased zero-waste diversion rates, as well as vendors’ compliance of city-issued rules, and she streamlined the scheduling process and location layout of the market to reduce vacancies and increase market-generated revenue. Prior to that she was involved with several nonprofits, including the Center for Effective Lawmaking in Charlottesville, Va., where she focused on research and donor communications, and the Social Sector Accelerator, where she provided grant writing, translation of documents from French to English, and other services.

Stadsklev received a Bachelor of Arts in Public Policy and Leadership with a minor in Global Sustainability from the University of Virginia, where she was president of the student-run organic farm. She has completed substantial coursework through the Lilly Family School of Philanthropy on topics such as principles and techniques of fundraising, digital fundraising, and developing annual sustainability.

Stadsklev, who loves connecting with like-minded individuals who care about climate change, serves on the board of Colorado EcoWomen, which hosts professional development and networking opportunities for women in environment-focused careers. She also volunteers her time on several local farms.

Originally from the east coast, Stadsklev lives in Broomfield, Colo. with her partner and dog Duke. They love to hike, explore, and ski. Their home is regularly full of DIY projects, and she manages an extensive garden each summer (including grapes!). Her next project is growing an entire pumpkin patch and perfecting her dahlias.

# # #