

Nicole Baker Senior Development Writer



Nicole Baker joined Western Resource Advocates (WRA) in 2022 as the senior development writer, bringing with her nearly 20 years of donor services and fundraising experience. At WRA, she filled a new role to engage prospects and donors in advancing the mission through creative and strategic communications. She is excited to apply her professional experience to further WRA's lasting impact on the land, air, water, and communities of the West.

Baker started her career in the nonprofit sector doing campaign field work, gaining experience with on-the-ground organizing. She then landed at The Denver Foundation, Colorado's oldest and largest community foundation, where she worked for fourteen years, holding positions of increasing responsibility on the donor services and fundraising team. While there, she grew and improved the suite of donor services offered to fundholders. She managed an annual stewardship and communications plan, driving content that

deepened donor relationships and inspired engagement.

Baker served as the project director for a multi-year grant from a national funder aimed at empowering diverse communities with the tools of philanthropy. She was responsible for a portfolio of donor-advised and field-of-interest funds, helping prospects and donors leverage giving to make an impact. Her tenure at the Foundation instilled a deep appreciation for the transformative power of philanthropy.

Baker went on to manage a capital campaign for Judi's House, raising over \$18 million in individual, corporate, and foundation support to build a center for bereaved children and their caregivers. She worked collaboratively on the design of unique donor recognition installations in the new home that opened in August 2022. To advance donor relations, she created and launched a stewardship plan that elevated the tools available to cultivate, solicit, and steward donors. Building a home where people find connection and healing in their darkest times will remain a professional highlight for Baker.

Her role with WRA allows her to combine the power of the written word and the impact of philanthropy to fight climate change. As a parent and global citizen, she is very conscious of the world we're passing on to future generations and proud to be part of WRA's winning solutions through state-based action. Baker identifies and develops ideas, information, and stories – transforming them into compelling and persuasive content that facilitates the understanding of our work and the impact of philanthropy. She is excited to use content and communications to make connections, build relationships, and raise critical funding to invest in a more hopeful future.

Baker received a Bachelor of Arts in Environmental Studies and Politics from Whitman College and a Masters in Urban and Regional Planning from the University of Colorado – Denver. She is based in Denver, where she lives with her husband and two children. She loves to connect with people, be in nature, and plan her next adventure in the Western lands where she feels most at home.

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