

Zoë Feder

Development Operations Associate



Zoë Feder is the development operations associate at Western Resource Advocates (WRA). Her role entails managing the organization's donor database, creating dashboards and reports, and conducting prospect research.

The integrity of the database, Raiser's Edge, is crucial to the development team's function. To effectively track and report on the team's progress and success, the database needs to be accurate and effective both in keeping records of historical data and in planning future initiatives. Feder creates policies and procedures and does routine maintenance to empower team

members with the power of data. She is also responsible for timely gift processing and donor acknowledgements.

After first joining WRA in 2019, Feder followed her dual passions for the environment and database integrity. She had previously been an intern at a healthcare startup and watched their team of software engineers design a custom database. While playing a role in migrating to the new system, she admired all the small details that went into facilitating their client-facing employees' work. After three years with WRA, he took a hiatus to follow a separate passion for pastry. Though she still loves baking, she missed being a part of the important work of the organization and was thrilled to have the opportunity to return in 2023.

Feder enjoys being a critical part of the 'behind the scenes' work of her team's success. Data in the context of fundraising can be difficult to capture since much of the work is relationship building. She fully embraces the challenge of translating those relationships into data, and then transforming it into dashboards and reports that can drive understanding and inspire future actions.

One of her proudest accomplishments is to see how the development team's use of the database has evolved during her tenure. What was once trepidation about being active users has transformed into embracing the database to plan future activity and understanding the importance of data integrity. It brings her joy to see her team accessing more of Raiser's Edge's potential and functionality.

When she moved to the West, he was captivated by the beauty of the natural landscape. As she settles into her first home in Boulder, she loves to go hiking or exploring right outside her front door. She is grateful to be a part of an organization that strives to protect and maintain this environment for future generations. In her free time, she loves to bake and ferment things – ask her what it takes to care for a kombucha scoby and a sourdough starter.

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