



# DIRECTOR OF DONOR RELATIONS

ByalaSearch LLC is pleased to announce that our firm has been retained by the Greater Boston Food Bank to identify candidates for the position of Director of Donor Relations.

## ABOUT THE GREATER BOSTON FOOD BANK

GBFB is the largest hunger-relief organization in New England and among the largest food banks in the country. Since its founding in 1981, it has been clear about its mission: To create a hunger-free Eastern Massachusetts for the 190 communities it serves, from Boston to the Cape to Worcester. We are committed to increasing our food distribution to provide three meals a day to every person in need in Eastern Massachusetts while supporting healthy lives and healthy communities.

Through the compassion and commitment of our supporters, staff, partners and volunteers, The Greater Boston Food Bank (GBFB) takes a bold, innovative and multi-pronged approach to achieve our mission to end hunger here through food acquisition and distribution and advocacy for local and national policies that work to curb and eradicate hunger.

Approaching fifty years old, the GBFB has continuously grown and expanded its efforts. In 1974, Kip Tiernan started to distribute food from her station wagon to those in need and later founded what we now know as The Greater Boston Food Bank (GBFB). From these humble beginnings, we have grown into the leading hunger-relief agency in New England and one of the largest in the country. Today GBFB provides over 109 million pounds of healthy food each year to more than 600 distribution sites across Eastern Massachusetts. That healthy food passes through GBFB before being distributed through more than 600 partner agencies and direct distribution sites such as: Food Pantries, Soup Kitchens, Community Meal Programs, Senior Centers, Veterans, Afterschool organizations and more. Our partner agencies place food orders through our online inventory system and pick up their orders at our



warehouse in Boston. For some partner agencies that are located too far from GBFB's warehouse for regular pick-ups or have transportation challenges, GBFB operates several cross-dock locations across Eastern Massachusetts. The transportation challenges of these agencies are accommodated by bringing food to convenient, central locations to ensure they get the critical food on which their community members rely.

GBFB acquires food through food industry product donations and financial contributions that enable us to purchase high-nutrient quality food. We also benefit from the generosity of over 12,000 volunteers annually who help to sort, pack and distribute food products. GBFB works to acquire, store, organize and distribute food through local food pantries, community meal programs, homeless and residential shelters, youth programs, veteran programs, senior centers, and day-care centers, each embedded in communities throughout the nine counties of eastern Massachusetts. With hunger increasing in Massachusetts, the need for GBFB and its services only increases. The need is great: one in three Massachusetts households experiences food insecurity, or the lack of consistent access to adequate food. 21.9% of Massachusetts households with children do not have access to sufficient or healthy food, according to a US Census Survey. Food insecurity rates, which are higher for Black and Hispanic residents, were exacerbated by the pandemic. Just 19% of all Massachusetts households experienced food insecurity in 2019. This jumped to 30% in 2020, 32% in 2021, and 33% in 2022.

In November 2023, O'Neil Outar joined GBFB as Executive Vice President leading the Advancement Division overseeing communications, fundraising, marketing, public affairs, and public relations. Prior to joining GBFB, O'Neil spent 30 years in senior fundraising and engagement management roles at leading global research institutions, most recently at Rhode Island School of Design where he served as Vice President of Advancement. He is known as an impact leader who has worked to transform organizations through building advancement organizations and securing transformative gifts.

GBFB Advancement is undergoing a rebuilding to create an organization and program that can support the demands of growing food insecurity in the region. GBFB raises approximately \$40 million in cash annually and is considered one of the most respected nonprofits in Greater Boston. During the COVID-19



pandemic, GBFB saw donors and dollars surge (both more than tripled) in response to public awareness of growing food insecurity in the region. Since the pandemic, GBFB Advancement has been tasked with building a best-in-class organization to increase fundraising to meet increasing and ongoing needs. In addition to the funding they provide, partner corporations and foundations play an essential role in increasing visibility of food insecurity in our communities. Priorities for the new organization include new stewardship programs, enabling infrastructure, and planned giving.

## PRIMARY FUNCTION

Reporting to the Vice President of Philanthropic Partnerships, the Director of Donor Relations is responsible for providing leadership and a strategic vision for strengthening donor relationships through comprehensive engagement, stewardship and recognition programs. The director develops systems and processes to sustain a foundational program for individual, institutional and planned major donors that includes donor acknowledgements, annual and endowment fund reporting and donor-centric stewardship and recognition opportunities across multiple communications and event platforms. In partnership with gift officers and other colleagues, the Director also develops and executes donor-centric custom stewardship and recognition strategies for The Greater Boston Food Bank's most generous donors.

## POSITION DESCRIPTION

### Role and Responsibilities:

- Develop a strategic donor relations roadmap that emphasizes meaningful interactions with prospective and current donors before, during and after completion of the gift.
- Develop and manage a multi-year donor engagement plan to identify and deliver coordinated and differentiated communications to donors at all levels of giving.



- Create and manage a donor acknowledgement system including thank you letters, fund reporting, and donor-centric stewardship and recognition opportunities, including recognition societies for leadership and legacy giving.
- Work with fundraisers and members of the Executive and Senior Leadership Teams to create and facilitate strategic and individualized stewardship plans to ensure that leading donors feel engaged and recognized, understand the impact of their gifts, and feel that they are helping GBFB successfully reach its goals. This involves active and ongoing engagement of partners and high-level strategic thinking as well as the ongoing evaluation of stewardship processes and the development of best practices for top donor stewardship and recognition.
- Facilitate high-touch visits to GBFB, bespoke stewardship reporting, procuring donor gifts and, in partnership with the Director of Special Events and gift officers, planning high-touch events.
- Partner with the Director of Communications to produce written narrative reports, financial fund reports and other bespoke communications for top donors based on their preferences and gift designations.
- Collaborate with the Director of Special Events on the execution of signature fundraising events, including with staffing support.
- Work in partnership with Corporate and Foundation Relations (CFR) officers to ensure timely stewardship of gifts and sponsorships and to help facilitate site visits from CFR donors.
- Partner with the Senior Manager of Advancement Services to ensure donor intent is being met in the expenditure of funds.
- Develop and assess policies and procedures across GBFB that are essential for a comprehensive donor relations program. Evaluate stewardship processes for major gifts and develops best practices for top donor stewardship and recognition.

- Create a quantitative and qualitative measurement system to evaluate the effectiveness and success of all stewardship, donor relations and recognition programs collaborating with fundraising managers, direct marketing, and communications to ensure uniform messaging.
- Serve as an expert resource to benchmark and institutionalize comprehensive, integrated donor relations and stewardship best practices to support fundraising goals and initiatives.
- Perform related duties as requested.

### **Ideal Skills and Experience:**

- Bachelor's degree required; graduate degree preferred.
- Minimum of 10 years of related experience in fundraising, donor relations, communications, or a related field.
- Experience managing and supervising professional staff, interns or leadership volunteers is preferred.
- Knowledge of, and interest in staying current in, the principles and techniques relevant to donor-centric major gift fundraising.
- Must possess strong interpersonal skills, high Emotional Intelligence and superb customer service and communications skills; well-honed writing, editing, research and analytical skills required.
- Proven success in the planning, organizing, and executing projects with multiple internal and external stakeholders; ability to manage multiple projects, priorities, and deadlines. Capability to work independently and collaboratively with moderate supervision.
- Superlative diplomatic and communication skills, including an ability to work and communicate effectively with a broad spectrum of constituents (individual donors, business leaders, public figures, and staff), within a broad range of cultural environments; ability to work and



communicate effectively with a broad spectrum of colleagues, within an environment that values diversity, equity, and inclusion.

- Ability to anticipate unexpected issues and needs and to react quickly, calmly and confidently so as to instill trust and confidence.
- Demonstrate the required digital competencies that result in the effective usage of the full range of digital technologies at GBFB; proficiency in Microsoft Office suite, CRM databases (Salesforce proficiency a plus), and project management collaboration tools.
- Ability and willingness to travel within Massachusetts.

**Critical Competencies for Success:**

- Demonstrated track record of using creative cultivation strategies to engage donors, working in partnership with gift officers to deepen donor relationships, leading to increased giving
- Ability to work across an organization at the highest levels to identify ways to ensure that leading donors feel engaged, recognized and connected to the impact they and their gifts are having
- Experience contributing to building an organizational culture and bringing best practices in philanthropy to an organization

**Other Characteristics:**

Personal motivation combined with dedication to GBFB's mission are essential to the Director of Donor Relations. The successful candidate will be collaborative and demonstrate flexibility in adapting to shifting institutional priorities in a fast-paced environment and must possess the



maturity, poise, and sophistication to understand and manage complex relationships with colleagues and high net worth individuals. They will have demonstrated expertise in philanthropy and its best practices, making them a trusted advisor to the Senior Directors of Development and the rest of the philanthropy and greater organizational team.

The Director of Donor Relations will have a demonstrated ability to bring team spirit, enthusiasm and integrity to the role to motivate and achieve results. The placement is expected to be a self-starter who is adept at working independently and as part of a small team in a start-up environment, equally skilled at being entrepreneurial and deeply collaborative. The placement will possess the demonstrated ability to manage competing demands and the changing pace of priorities on behalf of the Greater Boston Food Bank.

## WORK ENVIRONMENT

The current work environment is hybrid, mostly remote and in the office 2-3 days a week.

## COMPENSATION

The compensation for the Director of Donor Relations is targeted at \$100,000 to \$110,000.

## KINDLY SEND NOMINATIONS OR EXPRESSIONS OF INTEREST TO:

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