



Director of Donor Engagement

About Gleaners Community Food Bank

Mission: We exist to provide households with access to sufficient, nutritious food, and related resources. We accomplish this through collaboration, efficient operations, education, and innovative solutions to achieve a hunger-free community in southeast Michigan.

Vision: To end hunger in southeast Michigan.

Founded in 1977, Gleaners Food Bank is leading the charge against hunger in southeast Michigan; it was named the 2019 [Food Bank of the Year](#) by Feeding America, the nation's largest domestic hunger-relief organization. The food bank also earned the "Innovation Center for U.S. Dairy's Outstanding Community Impact Award" for its phenomenal work in enriching lives with access to fresh milk.



Gleaners Food Bank operates a wide range of programs to fulfill its mission of ending hunger:

- Delivers 3 million meals per month through efficient donation, collection, and sorting processes paired with a distribution network focused on bringing food closer to those in need, saving member agencies time and money they can use toward helping local neighbors.
- Collaborates with farsighted donors and partners—including Kroger, Henry Ford Health Systems, the United Dairy Industry of Michigan, and Michigan Department of Education—to develop creative food security solutions: meeting our neighbors where they are, providing greater access to nutritious foods, reducing food waste, and more.
- Operates programming for schools, such as the School Food Mobile Pantry, which serves schools that lack convenient emergency food access points; Best Food Forward, a school-based initiative exploring how food security affects educational outcomes; and Backpack Program sites, which fed 5,450 children at 69 schools year-round in 2018.
- Reshapes emergency food access to fresh produce for food-insecure consumers through retail-like neighborhood produce market experiences at both existing agency and program partners, as well as through new distribution models.
- Pilots initiatives—like its cutting-edge Healthy Food Home Delivery Program—to better serve food-insecure patients with complex health needs.

- Offers a “Cooking Matters” program, which helped 5,655 graduates save an average of \$260 per year through improved food management skills—equating to a \$1.47 million economic benefit to households.
- Encourages education and community engagement initiatives, including Gleaners’ Garden, which teaches nutrition through gardening, and Kids Helping Kids, which focuses on empowering young students to make big changes at any level.
- Provides meaningful volunteer opportunities for people who want to give back—in 2018, volunteers contributed 152,256 hours toward fulfilling Gleaners’ mission, the equivalent of 74 full-time employees.
- Avails the community to free, online educational resources centered around healthy eating habits, food safety, nutrition, and recipes in both English and Spanish.

Gleaners Food Bank is headquartered in Detroit; the organization operates five distribution centers and partners with community organizations, including schools, soup kitchens, pantries, shelters, and more.

The Opportunity

The Director of Donor Engagement will enjoy the opportunities associated with **partnering with “Mighty Middle” donors**—building long-term, personal relationships with those who have already demonstrated belief in the cause. Mid-level donors tend to identify strongly with the Food Bank’s values, enjoy engaging in volunteer and mission-driven opportunities, and demonstrate their commitment through consistent giving.

The incoming director will be **essential to the organization’s fundraising success**: mid-tier donors serve as steady support and provide significant income potential. At the Food Bank, the middle represents 3.5% of the donor population and gives 33% of the dollars.

Middle giving also represents a tremendous area for growth. Giving from these donors, who can be prone to neglect across the nonprofit sector, will flourish with the dedicated attention of the next Director of Donor Engagement.

She or he will also have the opportunity to help **spread awareness and democratize philanthropy**—by engaging a broader swath of the community in supporting the Food Bank that they respect and consider essential.

The new director will benefit from working with an organization that has **earned a trusted reputation over decades of service**—both in the community and around the nation. Gleaners Community Food Bank was honored to be named the 2019 Food Bank of the Year by Feeding America.

Most importantly, this new team member has the opportunity to **embrace the power of philanthropy for a meaningful mission**—joining a team of passionate colleagues, who together serve the city’s most vulnerable populations, and find a deep sense of purpose in their work.

Key Job Functions

Strategy Development and Planning — In concert with Gleaners’ case for support and in collaboration with the development team, develops and recommends a strategy for donor engagement that will:

- retain existing donors;

- increase the average gift size;
- expand the number of donors; and
- position mid-level donors to become major-gift prospects and donors.

Develops and advances strategies that will acquire and significantly increase contributed income from donors with a primary focus on annualized gifts of \$1,000 and greater. Develops a related plan with specific tactics to maximize donor engagement and contributed revenue.

Portfolio Management – Develops and implements donor-centered plans for the assigned portfolio including plans for individual prospects. Builds and maintains relationships with top-tier prospects in the portfolio.

Donor Cultivation and Solicitation – Ensures that timely steps are taken toward qualification, cultivation, and solicitation. Cultivates and solicits support in a way that allows donors' philanthropic interests to advance the organization's highest priorities.

Communication – Works across fundraising teams and multiple departments to provide and/or secure appropriate information and to ensure engagement plans are implemented. Develops and maintains a thorough working knowledge of the Gleaners' case for support, mission, and community needs to articulate the top priorities and fundraising objectives to donors.

Events – Oversees, participates, and plans events for targeted groups to engage donors and to develop donor segments for cultivation and solicitation. Works with internal and external resources (event planning and logistics) to ensure events meet plan and strategy.

Leadership – Collaborates with advancement leadership to integrate the full potential of Raisers Edge into fundraising activities, including the annual fund, major gift fundraising, and planned giving.

Documentation, Metrics, and Reporting – Develops appropriate metrics and reports. Maintains donor tracking and systems.

Position Competencies and Skills

- Thorough knowledge of **fund development** principles, strategies, and tactics
- **Communicates effectively** – verbal, written, and presentation skills
- Maintains a **donor focus** in developing the strategy and plans
- **Interpersonal savvy**
- **Instills trust** in colleagues, donors, and constituents
- Ability to influence and **persuade** others
- **Situational adaptability** to adjust plans and tactics as required
- Has the ability to **drive results** in the assigned portfolio and donor segment
- **Demonstrates self-awareness**
- Ability to **build networks** to achieve maximum impact on giving
- **Strategic mindset** and ability to **plan** to maximize philanthropic giving
- **Collaborates** – across teams and with constituents and partners

Required Qualifications

- Bachelor's degree in nonprofit administration, business administration, or related field
- Five years of progressively responsible experience in fund development, including development of strategies and plans to ensure donor engagement for a dedicated segment of donors

Desired Qualifications

- Master's degree in nonprofit administration, public administration, or related field
- Experience in the human services sector and/or fundraising experience with mid-level donors and donor engagement programs
- CFRE

Application Process

Benefactor Group is pleased to be assisting Gleaners Community Food Bank with this search. To learn more about Gleaners, go to <https://www.gcfb.org/>

Applications will be reviewed as they are received. All applications are considered highly confidential. To be considered for this position, please send a cover letter and resume to:

Ron Guisinger
Vice President

HR@benefactorgroup.com

<http://www.benefactorgroup.com>

About Detroit

[Detroit](#) is more than the Motor City; its reputation as a rich hub of music, sports, entertainment, business, culture, art, and food continues to grow. This [affordable metro area](#) caters to a wide range of interests. And, as the home to top healthcare and financial companies—and with job growth across numerous sectors—the city offers a solid economy and energetic workforce.



For the second time in history, Detroit is defining how the world [moves](#).

Thriving City, with an Affordable Cost of Living

Detroit boasts cultural hotspots, plentiful public spaces, diverse opportunities for recreation, and a [bright economic future](#). The city currently has its lowest unemployment rates since 2000; and it is on track to achieve its longest stretch of job growth since 1939. Lonely Planet recently named Detroit as the only U.S. city on its “Top 10 Global Cities” list. All that—for a [cost of living](#) that is lower than the national average.

Arts, Culture, and Cuisine Hubs

Michigan’s largest city, named one of the “Most Fun Cities in America” by [WalletHub](#), is brimming with opportunities to experience art, culture, recreation, and cuisine. Residents can...

- Tour 100+ galleries in the historic Detroit Institute for the Arts, one of the top 25 museums in the country, according to [Business Insider](#).
- Pay a visit to Detroit’s performing arts spaces: from the famous Fox Theater, to the Music Hall Center for the Performing Arts, to the Detroit Repertory Theatre.
- Spend a day at the Michigan Science Center, with 250+ hands-on exhibits, live stage shows, a 4-D theater, a Planetarium, lab activities, and more.
- Explore the Eastern Market, a community market open year-round with offerings from 225 vendors. An average of 40,000 visitors flock to the Market each Saturday.
- Catch a Detroit Tigers game at Comerica Park.

Detroit, named an “Unexpected City for the Food Lover” by [National Geographic](#), is home to the famous Detroit-Style Pizza; other local favorites include Coney Island hot dogs, paczkis, and Boston Coolers. In addition, global flavors frequent the columns of Detroit’s numerous [foodie guides](#).

Nature Oases



The Detroit metro area provides ample nature preserves and state parks. Notable green spaces include the beautiful Anna Scripps Whitcomb Conservatory and Belle Isle Park, the largest city-owned park in the U.S. The William G. Milliken State Park and Harbor, located along the Detroit riverfront, boasts 31 acres of paved trails and wetlands. A trail that truly sets the city apart is the Iron Belle Trail, which extends from the western Upper Peninsula to Belle Isle along two picturesque routes—one for hiking and the other for biking.

When completed, it will be the longest state-designated trail in the nation.

Unparalleled Educational Opportunities

The region is home to numerous top public schools in Michigan as well as a number of independent and parochial schools. In addition to University of Michigan, Eastern Michigan University, and Wayne State University, the area is home to private institutions such as Lawrence Technological University and University of Detroit Mercy. Additionally, Sacred Heart Major Seminary and the College of Creative Studies are located here.

Diverse Neighborhoods

Detroit offers lively urban neighborhoods—such as Corktown, Brush Park, Sherwood Forest, New Center, and Woodbridge with historic houses, beautiful art spaces, and shopping. And Detroit's suburban neighborhoods—such as Birmingham, Grosse Point, Royal Oak, and many others—have access to great schools, lower homeowner's insurance rates, and other perks. Each neighborhood carries with it a unique story and appeal. Whether you're looking for kid-friendly parks, easy access to downtown, or a short walk away from the city's tastiest restaurants, you're sure to find your fit in Detroit.