



POSITION PROFILE
Development Director
(Hybrid/Flexible Options)
2024



ABOUT BOUNTY & SOUL

A comm**UNITY**-based non-profit providing access to fresh produce and wellness education for everyone.

Bounty & Soul is an innovative grassroots community-based organization working to advance food and health equity by giving everyone a fair opportunity to eat well, be healthy, and thrive by providing consistent access to nourishing food, health & well-being education, and a supportive community. The culture is an energetic, passionate, and committed team made up of a small but mighty staff, more than 400 volunteers, 100+ community partners and key stakeholders who are dedicated to advancing its mission.

Bounty & Soul actively supports the community within the following channels:

FOOD. Produce to the People™ program provides equitable access to nutritious, culturally relevant food through weekly community markets. Together, three times a week, Bounty & Soul provides cooking demos and kids activities, shares local foods from local farms, provides fresh produce and other healthy staples, and creates a healthy experience of community connection.

FARMS. The Farmers Alliance™ program is committed to developing a supportive and reciprocal relationship between Bounty & Soul and local farmers and growers while connecting the community to local produce and gardening education. Partnering with over 72 local farms, community gardens, and home gardens in Buncombe and surrounding counties in North Carolina to provide local foods at its Produce to the People markets.

HEALTH. Rooted in Health™ program supports Bounty & Soul's belief that access to culturally relevant and community-focused education & wellness resources is something that every individual and community should have the opportunity for.

At its markets and online, Bounty & Soul provides nutrition information, cooking demonstrations, and education on food preservation, gardening, sustainability, self-care + stress relief, and other community-wellness resources in the form of classes, resources and written materials (in English & in Spanish).

MISSION

Together, we connect, share, and celebrate nutritious food, education, and community.

VISION

Creating communities where everyone has the right and opportunity to eat well, be nourished, and thrive.



Volunteers are the heartbeat of Bounty & Soul. It couldn't operate without their service, dedication, and commitment. Every week volunteers donate their time and talents to improving the health and well-being of their fellow community members. With over 350 active volunteers, they are responsible for loading and unloading trucks, displaying the bounty of food, helping participants select their food, assisting with educating on healthy ways to prepare the food, and offering a hug or kind word to another.

BOUNTY & SOUL'S COMMITMENT TO DIVERSITY AND INCLUSION

The heart of Bounty & Soul's mission recognizes and celebrates diversity, inclusion, social justice, and community-led solutions to inequities. Bounty & Soul believes that to fully embrace diversity and inclusion, everyone must feel seen, heard, respected and valued. Within our team, we strive to nurture a culture where inclusion and diversity are a reflex, not an initiative--one that unifies us in a shared sense of celebration, care, respect, passion, and commitment to social and environmental responsibilities. In that spirit, we center community in all decision-making and carry out our mission in accord with community desires.





ABOUT THE POSITION

The Development Director provides oversight for all development activities. This position is responsible for developing a comprehensive, data-driven development plan and implementing fundraising strategies that align with Bounty & Soul's strategic priorities and funding needs. The Director develops, manages and implements strategies to attract maximum gift support through annual appeals, seasonal and capital campaigns, fundraising events, major gifts, recurring gifts, planned giving, online fundraising and digital marketing. Strong focus will be on individual donors, business and corporate sponsors, foundations, new prospects and expanding and diversifying the donor base. This position will also play a key role in the brand development, communications and public relations for Bounty & Soul.

The Development Director will work with the Executive Team, Development and Program Staff, and the Board's Development Committee to ensure Bounty & Soul's fundraising goals are met while upholding the mission, vision and values of the organization. The salary range for this position is \$85,000-\$100,000 depending on candidate experience.

DUTIES AND RESPONSIBILITIES

Development

- Supervise development staff, including creating position descriptions, performing recruitment and hiring, developing performance expectations and work plans, supporting professional development, and conducting performance reviews.
- Create an integrated long-range, data-driven development plan with strategic short and long-term development goals that tie to Bounty & Soul's strategic priorities.
- Develop an annual development and marketing plan with a detailed calendar of activities that outline how and when the strategies will be achieved.
- Provide fundraising data for budget setting and meet and/or exceed budget expectations.
- Oversee the Major Gifts program to ensure: advancement of individual relationships that result in philanthropic contributions; cultivation and solicitation strategies are developed to upgrade current donors; new donor prospects are identified; and donors and prospects are engaged at events and other venues (markets) as part of the cultivation process.
- Utilize software to identify high-capacity donors.
- Develop, oversee and execute donor recruitment and retention strategies to include: developing materials, communications with new and returning donors, promoting engagement in Bounty &

Soul's mission, managing monthly donor renewal process, promoting and growing the monthly giving program, overseeing the gift acknowledgement process, developing and implementing mass prospect appeals, developing and implementing lapsed donor strategies, meeting donor recruitment and retention goals.

- Develop and implement a Planned Giving program; develop and disburse informational materials, and promotional resources and activities to individuals concerning the benefits and process for establishing a planned gift (i.e., wills, trust, legacy and bequests).
- Develop and implement a program to seek out and broaden corporate relationships, leading the solicitation for corporate donations and sponsorships for Bounty & Soul events.
- Work with the Community Engagement Director and Donor Relations Coordinator to ensure successful local business outreach and fundraising efforts.
- Organize and oversee all donor appreciation and fundraising events.
- Have a comprehensive understanding of Bounty & Soul's mission and priorities and be able to make a persuasive oral and written case for support for key initiatives, effectively matching the interests of prospects to specific programs or organizational needs.
- Oversee and manage the donor database and funder files, with the support of the Donor Relations Coordinator, and Finance Team to ensure the integrity of donor information, timely processing of gifts and accuracy of information.
- Optimize the functions of the donor software system to manage and maximize fundraising and donor relations.
- Identify grant opportunities from foundations, corporations and businesses and connect the Grants Team with the necessary information and contacts.
- Work with the Grants Team to secure grant funding that aligns with organizational mission and vision and meets or exceeds grants revenue goals.
- Build and maintain appropriate external relationships and coalitions. Stay up to date on relevant development opportunities with various community groups and agencies. Maintain active membership in the local AFP chapter, attending meetings and networking events.
- Work collaboratively with the Board of Directors and the Development team, which could include contractors, staff, volunteers, board members and community members, to ensure the organization meets and even exceeds fundraising goals while upholding its integrity and values. Engage and manage staff and Board of Directors in fundraising efforts, including major gift stewardship and solicitations, event participation, corporate sponsorship solicitation and general donor activities.

Communications

- Develop and oversee all communications, marketing, and public relations strategies.
- Develop annual "case for support" defining the impact philanthropy will have on Bounty & Soul's mission.
- Develop and coordinate timely, effective, and creative communications for direct mail appeals, email appeals, newsletters, press releases, annual reports, seasonal and capital campaigns, special events and social media platforms to increase community awareness, enthusiasm and giving.
- Develop and oversee Bounty & Soul's online fundraising strategies through website and other social media and media platforms.

- Work alongside Development and program staff to ensure media coverage of funding awards, special events and programmatic initiatives to acknowledge philanthropy and raise awareness. This includes press releases, local news coverage, and other media platforms.
- Oversee Bounty & Soul digital marketing program.
- Oversee the development of donor communication including customized correspondence and other marketing materials.
- Work with staff to develop and implement an annual communications calendar.
- Identify communications and marketing opportunities that can enhance development.
- Ensure Bounty & Soul is accurately and positively represented in community giving campaigns and national platforms (GiveLocal, Giving Tuesday, 1% For the Planet, etc.).

DESIRED QUALIFICATIONS

- Ability to convey a high degree of commitment and passion for the mission and vision of Bounty & Soul.
- CFRE and/or Bachelor's degree (or equivalent) in a related field.
- Minimum of five years of experience in non-profit fundraising or development.
- Proven success with attaining and/or exceeding fundraising goals.
- Proven success identifying major and planned giving prospects, creating cultivation paths, and successful solicitation of major and planned gifts.
- Experience with launching and overseeing capital campaigns is a plus.
- Experience with grant writing, research, and reporting.
- Excellent communication and interpersonal skills with ability to engage with diverse groups of people and cultivate and nurture positive relationships.
- Exceptional written and oral skills including the ability to create and deliver compelling and powerful content and messaging for external communications, fundraising appeals, campaigns, cultivation events, etc.
- Ability to maintain a high level of professionalism and confidentiality.
- Detail-oriented, well-organized, focused and goal-oriented, with a high level of initiative and energy, as well as problem-solving skills.
- Prior experience in donor database management required; DonorPerfect and GiveButter.
- Ability to work independently as well as work collaboratively with a team.
- Ability to manage and attain realistic goals, objectives and plans.
- Excellent time management skills preferred.
- Ability to leverage key partnerships, utilize influence skills, and use convincing dialogue to advance fundraising efforts.
- Proven ability to initiate action and motivate others.
- Knowledge of the WNC region.
- An understanding of and demonstrated commitment to social justice, diversity, equity and inclusion practices.

LOCATION

Bounty & Soul's offices and warehouse are located in scenic Black Mountain, NC. This position offers a hybrid work schedule.



HOW TO APPLY

Bounty & Soul, in consultation with Summit Search Solutions, Inc., will begin a confidential review of application materials immediately and continue until the position is filled; **individuals who apply by March 15, 2024, will be given first consideration.** Please submit a resume and letter of interest upon application. All applications and nominations will be held in confidence.

To apply online, go to: <https://theapplicantmanager.com/jobs?pos=su408>

For more information or to offer recommendations or nominations:

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Bounty & Soul is an equal opportunity employer and will not discriminate against any applicant for employment, or any employee because of age, color, sex, disability, national origin, race, religion, or veteran status.



[Summit Search Solutions, Inc.](#) is a boutique executive search firm dedicated to serving education and nonprofit communities nationwide. Summit has a team of experienced recruiting consultants in strategic locations across the country including California, Kansas, Maryland, New York, and North Carolina.



Love notes mean so much to our community as a new participant recently expressed,

"Oh my goodness I just wanted to tell you how grateful I am for these beautiful messages that sneak their way into our boxes. The one I received yesterday was particularly special and was exactly what I needed to hear! I literally cried tears of joy when I read it. Thank you for all of your time dedicated to this beautiful volunteer project and thank you to all the people that send these notes, they really do make a difference!"