



ASSISTANT VICE PRESIDENT OF ANNUAL AND DIGITAL GIVING

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 Assistant Vice President of Annual and Digital Giving.

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 Executive Vice President of Advancement, O'Neil Outar, the Assistant Vice President of Annual and Digital Giving at the Greater Boston Food Bank (GBFB) leads the development and execution of a comprehensive annual fundraising strategy, leveraging both traditional and digital channels and face-to-face solicitations to cultivate donor relationships, maximize giving participation, and achieve annual goals. This role plays a critical part in GBFB's mission to End Hunger Here by expanding digital fundraising, strengthening donor engagement, and driving increased philanthropic support.

POSITION DESCRIPTION

Role and Responsibilities:

Strategic Planning

- Align annual giving strategies with GBFB's overall Advancement and External Affairs and Philanthropic Partnerships goals.



- Develop and implement a multi-channel annual giving plan incorporating direct mail, email appeals, online giving platforms, social media, face-to-face solicitations and other digital fundraising strategies to engage a donor base of more than 350,000.

Leadership Donor Cultivation and Stewardship

- Develop and implement strategies to segment, steward and enhance \$1000+ donor retention and acquisition.
- Develop a year-round engagement strategy to cultivate GBFB supporters at all giving levels including direct marketing campaigns, challenge gifts, and campaigns supporting signature events.
- Work collaboratively with the Executive Vice President on solicitation and stewardship of members of the Board of Directors and Board of Advisors.
- Work with the Director of Donor Relations on stewardship and engagement plans for donor segments.

Digital Fundraising Leadership

- Oversee the development and execution of online fundraising initiatives, including peer-to-peer campaigns, Giving Tuesday, crowdfunding, and optimized donation pages.
- Collaborate with the External Affairs team to enhance GBFB's website and digital assets for donor engagement.



Data Analysis and Reporting

- Leverage donor data and analytics to track campaign performance, segment audiences, and optimize fundraising efforts.
- Evaluate campaigns to ensure goals are being met, updating leadership regularly.
- Utilize GBFB's CRM system (Salesforce) to monitor donor trends and ensure data-driven decision-making.

Team Leadership and Collaboration

- Lead and mentor a team of fundraising professionals responsible for donor relationships, digital campaigns, and donor data integrity. Manage, coach and mentor a team of six including three frontline leadership giving officers
- Integrate face-to-face solicitations of \$1000 - \$10,000 into overall top donor segmentation, solicitation and retention plan.
- Work collaboratively with the Executive Vice President of Advancement, Vice President of External Affairs and Vice President of Philanthropic Partnerships to integrate annual giving strategies into GBFB's broader advancement efforts.
- Work collaboratively with the Senior Director of Gift Planning to integrate gift planning marketing and communications including bequests, vehicle donations, and other gift planning giving vehicles.
- Serve as a member of the Senior Leadership Team.



Donor Recognition and Volunteer Engagement

- Recruit, train, and manage fundraising volunteers to support annual giving initiatives, including digital peer-to-peer fundraising efforts and donor recognition societies.
- Establish and oversee a comprehensive donor recognition and stewardship program, ensuring meaningful acknowledgment of contributions across digital and traditional platforms.

Ideal Skills and Experience:

- Bachelor's Degree required. Graduate degree preferred.
- 20 years or more experience in annual giving.
- Passion for GBFB's mission and commitment to ending hunger in Eastern Massachusetts.
- Strong understanding of donor segmentation, cultivation, and stewardship strategies.
- Expertise in digital fundraising, CRM systems (e.g., Salesforce), and data analytics.
- Excellent communication, interpersonal, and relationship-building skills.
- Experience in project management and budget oversight.
- Experience and understanding how to write persuasively across different mediums.
- Ability to work independently as well as a team player.
- Ability and willingness to travel.
- Demonstrates the required digital competencies that result in the effective usage of the full range of digital technologies at GBFB.



Critical Competencies for Success:

- Demonstrated ability to supervise, manage and motivate team members. Manage proactively to ensure smooth team operations and effective collaboration across the organization.
- Proven experience managing successful annual giving and digital fundraising programs, preferably in a nonprofit or hunger-relief organization.
- Demonstrated track record of using data-driven moves management strategies to cultivate, solicit and close gifts and steward donors at the five-figure level and above; strong organizational and relationship management experience.

Other Characteristics:

Personal motivation combined with dedication to GBFB's mission are essential to the Assistant Vice President of Annual and Digital Giving. The successful candidate will be collaborative and demonstrate flexibility in adapting to shifting institutional priorities and must possess the maturity, poise, and sophistication to understand and manage complex relationships with colleagues and a wide range of external constituents. They will have demonstrated expertise in external affairs, government relations and their best practices, making them a trusted advisor to the philanthropy team and greater organizational team.

The Assistant Vice President of Annual and Digital Giving will have a demonstrated ability to bring team spirit, enthusiasm and integrity to the role to motivate and achieve results. The placement will be a self-starter who enjoys working independently and as part of a small team on behalf of the Greater Boston Food Bank in a dynamic environment, and is equally skilled at being entrepreneurial and deeply collaborative.



WORK ENVIRONMENT

This role follows a hybrid schedule, in-office Mondays and Thursdays, and working in accordance with GBFB's hybrid work policy. The in-office time is used primarily for team meetings and formal and informal collaboration necessary to foster and support a positive work culture.

COMPENSATION

The compensation for the Assistant Vice President of Annual and Digital Giving is targeted at \$150,000 to \$165,000.

KINDLY SEND NOMINATIONS OR EXPRESSIONS OF INTEREST TO:

Lisa Byala

Principal, ByalaSearch LLC

gbfb@byalasearch.com

T: (646) 898-2093

www.byalasearch.com

Confidential: This document is confidential and is provided to the named recipient. The information contained within this document is a combination of confidential ByalaSearch LLC internal information and confidential communications between ByalaSearch LLC and its client. This document has been prepared with ByalaSearch LLC's best efforts but may require future corrections. Distribution of this document by the named recipient is strictly prohibited.