

# MEET EACH NEED WITH DIGNITY



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[www.mendpoverty.org](http://www.mendpoverty.org)

## **MEND Job Description** – Director of Development & Community Relations Full Time Position

**AGENCY INTRODUCTION:** MEND-- Meet Each Need with Dignity, serves an average of 37,000 individuals each month, while remarkably keeping operating costs to less than 6%. MEND's holistic services include food and clothing distribution, job training and education for adults and children, healthcare for the uninsured, and other programs. Born as a volunteer-powered organization four decades ago, today MEND benefits from the assistance of more than 5000 volunteers to implement its vast array of programs. In 2016, almost 190,000 volunteer hours were provided, equating to 103 full-time employees. Each employee is expected to manage volunteers to achieve the agency's mission and work.

**REPORTS TO:** President / Chief Executive Officer

**JOB SUMMARY:** Responsible to direct and oversee the organization's fundraising, grant writing, communication and public relations strategies ensuring sufficient resources to sustain and grow operations. Will implement a comprehensive program of fund development, including foundation and business grant applications, major gifts solicitation, prospect outreach, individual donor cultivation and recognition, direct mail, special events, planned giving, and internet-based fundraising. This job supervises development staff and oversees the activities of marketing, communications, and event contractors.

Overall annual fundraising goal: \$3,000,000+ (subject to change based on agency strategic priorities)

### **PRIMARY DUTIES AND RESPONSIBILITIES:**

- **Grant Applications:** Oversee MEND's Proposal Committee to generate an average of 10-12 foundation and business grant applications per month. Recruit volunteer grant writers, and assist in training as needed. Guide the committee in relevant, consistent, and accurate messaging, and work with staff in application review and processing. Ensure that grants received are acknowledged and processed efficiently, and the grant reports are completed by specified due dates. Respond to donor requests as needed. Takes lead in submission of grant reports as required by funders. Assist volunteers in researching potential new foundations and businesses to solicit, and help the grant writers to target proposals according to funders' guidelines.
- **Major Gifts Campaign:** Work with MEND's CEO, Major Gifts Committee, and staff to research and plan an annual major gifts campaign, including approaches to individual donors who have the capacity to make gifts of \$5000 or more. Follow up with committee members and staff as needed, providing guidance and support as needed. Develop relationships with designated key donors for personal cultivation and request contributions from them. Invite major gifts donors to MEND events, and plan events specifically for them. Oversee the development of materials targeting major gifts donors. Oversee recognition strategies for major gifts donors.
- **Individual donor cultivation:** Oversee and expand MEND's current and potential new individual donor opportunities, to include monthly pledge donations, corporate matching, Gift of Love (contributions in memory or honor of someone), #Giving Tuesday campaign, United Way, social media campaigns, etc. Oversee on-going donor acknowledgement process, and develop strategies to recognize and cultivate new and on-going individual donors.
- **Direct mail:** Oversee MEND's holiday and spring direct mail campaigns. Work with staff to develop appropriate client stories to include in direct mail letters. Select and work with direct mail vendor to develop appropriate messaging, graphic design, segmentation of donor categories to maximize donation returns, donor acknowledgement, etc. Following campaigns, arrange to analyze direct mail results for future refinement and increased income.

- **Special Events:** Leads planning and execution of fundraising event. Works with gala committee on the coordination of the annual MEND gala, including publicity, corporate sponsorship and table sales, silent and live auctions, designated program fundraising, coordination with venue and vendors, logistics, acknowledgement of donors, etc. Organize the spring raffle, to include solicitation of items to include in the raffle, mailing of tickets and sale of tickets by staff. Work with staff and committee to plan, execute, and publicize the annual MENDING Poverty Conference. Solicit and recognize corporate sponsors for MEND's Annual Christmas Basket Program, Letter Carriers' Food Drive and smaller MEND program events.
- **Planned Giving/Legacy Society:** Identifying and solicit potential Planned Giving donors. As needed, engage the assistance of estate planning professionals to work with MEND donors in setting up their wills and trusts. Plan follow up and recognition for Planned Giving Donors. Oversee the development of planned giving materials and market Legacy Society.
- **Business/group cultivation:** Reach out to new businesses, groups, clubs, schools, faith organizations, as well as maintaining contact with those already connected to MEND. Assist in encouraging these groups to donate food, clothing, holiday gifts, and funds to MEND.
- **Marketing and Communications:** Leads implementation of the organization's communications, and public relations strategies, ensuring sufficient resources to sustain and grow operations. Oversee and work with MEND staff and committee volunteers in the development of communication and marketing activities. Ensure adherence to MEND's graphic and text guidelines to consistently promote the MEND brand, and ensure that messaging is accurate and consistent with MEND's values and activities.
- **Other:** Coordinate with the MEND CEO and other staff to represent MEND at community events and in organizations. Regularly encourage MEND staff to inform individual and group volunteers that MEND is funded by private donations and that their support is needed. Assist as needed with staff-initiated fundraising efforts (i.e. yard sales, raffles, program fundraisers, etc.)

#### **QUALIFICATIONS:**

- Bachelor's degree or comparable combination of skills and experience; Masters degree preferred
- Certifies Fund Raising Executive and/or Certifies Grant Management Professional highly desired
- Experienced fundraiser; 5+ years leading nonprofit agency development and communications teams in coordinating multi-faceted fundraising campaigns and writing successful foundation grant proposals (min. 85% success rate); demonstrated history of successful appeals and events
- Experience with major gifts cycle – identifying, cultivating, soliciting and stewarding donors and donor prospects, including direct experience with in person solicitation and leading a major gifts campaign
- Persuasive writing and editing skills for proposals, direct mail, and online communications. Excellent spelling, command of the English language including rules and usage
- Familiarity with planned giving vehicles
- Personal relationships with foundation and business representatives; thorough knowledge of the grant application process
- Solid budget development skills and experience
- Specifically, must have previous experience working with fundraising volunteers
- Knowledge of Donor Search, Raiser's Edge and/or other fund development software systems
- Strong "people skills" to work with staff, volunteers, and donors in a positive and pleasant manner
- Must be dependable, detail-oriented, with a strong work ethic
- Able to maintain and manage confidential donor information appropriately

**TIME COMMITMENT:** Full time. Must be flexible to work evening hours and occasional weekend events.

**BENEFITS:** Salary range \$90,000 - \$100,000. Paid holidays, three weeks annual vacation plus year-end Christmas holiday closure, and sick leave.

The ability to interact with staff (at all levels) in a fast paced environment, sometimes under pressure, remaining flexible, proactive, resourceful and efficient, with a high level of professionalism and confidentiality is crucial to this role. Expert level written and verbal communication skills, strong decision making ability and attention to detail are equally important.

*The above statements reflect the essential functions considered necessary to describe the principle content of the job. They are not intended to be a complete statement of all work requirements or duties that may be inherent in the job.*

To apply please email cover letter and resume (subject line: DDCR) to:

[jobs@mendpoverty.org](mailto:jobs@mendpoverty.org)

Resumes will be accepted until July 28, 2017.