



**FOOD BANK FOR THE HEARTLAND, INC.**  
**Position Description**

**Position Title:** Annual Giving Officer

**Reports To:** Development Operations & Prospect Manager

**FLSA status:** Exempt, full-time

**Position Purpose:**

The Annual Giving Officer will manage a comprehensive, strategic annual giving program, including the coordination and oversight of supporting initiatives and donor relations. Engages donors through a robust direct marketing, online / electronic, monthly giving, matching gifts, and peer-to-peer campaigns', while enhancing donors' experiences at Food Bank for the Heartland. Provide strategic short-range and long-range planning for growing the annual giving program and provide support for greater development goals. Fostering the growth of best practices in the supporting areas of gift processing, data management, and donor relations, as related to annual giving and Food Bank for the Heartland as a whole. The Annual Giving Officer partners with the External Affairs department to identify, cultivate, solicit, and steward annual gift support and build the pipeline of donors.

**30% Direct Marketing**

- Develop direct marketing strategies including content and segmentation, interfacing with direct marketing vendor and other contractors to ensure strategic execution of fundraising appeals.
- Build and implement strategic and tactical plans for achieving annual giving metrics and goals.
- Manage relationship with direct marketing vendors providing the day-to-day coordination and approval between vendor(s) and External Affairs.
- Collect and analyze data to inform strategies and evaluate their impact and success.
- Develop and maintain understanding of best practices and industry trends around direct marketing.
- Develop annual giving budget and manage expenses within approved budget for direct marketing efforts.
- Produce online donation forms, peer-to-peer campaigns, matching gifts, and appropriate processes within each to include but not limited to fund restrictions, acknowledgement / receipt, groups, tags, and URL redirect.
- Manage third-party peer-to-peer events by working with external event organizers, assessing needs, and coordinating internal involvement.
- Manage sustainer gifts through activation, credit card adjustments, declined transactions and cancellations.

**35% Gift Processing**

- Manage processing of all gifts.
- Manages the timely process of donor acknowledgement and tax receipts.
- Work with Development Operations & Project Manager to ensure that gifts are tracked, credited appropriately and balance with the general ledger.
- Develop systems for automating the entry of data into CRM to streamline workflow and ensure timely and effective gift processing procedures.
- Create and distribute year-end letters and special request acknowledgements.
- Utilize donor database and direct data entry procedures, software management, and perform updates.
- Track and monitor all required gift documentation for yearly financial audit.

**25% Foundation Coordination**

- Identify, research, and qualify potential foundations that may support strategy development programs and goals. Provide prospective foundation information to Development team for cultivation and applications.

- Prepare materials and information for use in pre-and post-grant meetings with President / CEO, VP of External Affairs, or other internal and external stakeholders.
- Track and build activities in CRM on all submitted applications, contracts, financial reports, and other documentation.
- Collaborate with food bank staff to compile and track program data, statistics and financial information for grant activity reporting system and related files.
- Coordinate grant reporting calendar through activities in CRM, reporting responsibilities and assignments, and collaborate on necessary reports to comply with grant requirements as needed.
- Participate in monthly foundation management meetings.
- Provide support to Executive & Leadership team members in the development of grant applications.
- Assist with grant writing and submission process as needed.
- Assist with stewardship activities for foundation donors to include, acknowledgements, reporting, engagement and recognition.

**Knowledge, skills, abilities:**

- High level of attention to detail and accuracy.
- Strong oral and written communication skills
- Ability to represent FBH with professionalism when interacting with stakeholders.
- Must be able to maintain confidentiality at all times.
- Proficient at task management and oversight, including the ability to prioritize and manage multiple tasks, be flexible, and meet deadlines.
- Works well and effectively with others
- Familiarity with statistics
- Understanding and comfort with data bases
- Comfort with data problem solving
- Knowledge of data story telling
- Commitment to FBH's mission and values
- Curiosity and research skills
- Experience working with vendors

**Education and experience:**

- Bachelor's degree required.
- Two years' experience in data base administration preferred.
- Some experience with donor software.
- HTML coding experience preferred.
- Non-profit experience preferred.

**Working conditions:** Typical office setting.