



DIRECTOR OF INDIVIDUAL GIVING
GULF OF MAINE RESEARCH INSTITUTE
Portland, Maine
[Gulf of Maine Research Institute](#)



The Aspen Leadership Group is proud to partner with Gulf of Maine Research Institute in the search for a Director of Individual Giving.

The Director of Individual Giving will devise strategies and manage programs that strengthen individual engagement and giving at Gulf of Maine Research Institute (GMRI). Primary responsibilities include the design and execution of strategies to maximize annual giving by individuals; the development of long-term relationships with prospective major donors through portfolio management; strategy and execution of recognition and annual stewardship programs for individuals; and strategy development and support for both fundraising and friend-raising events. The successful candidate will collaborate closely with a variety of Development team members and GMRI program staff and supervise one staff member, the Donor Engagement Specialist.

The Gulf of Maine Research Institute pioneers collaborative solutions to global ocean challenges. Its scientists explore dynamic ocean systems from marine life to environmental conditions to coastal economies. GMRI infuses its discoveries into the policy arena and designs solutions with fishermen and seafood businesses to protect fishery resources, harvest them responsibly, and market them as premium quality food. It shares its discoveries with the public and nurtures a culture of leadership in communities that depend on the sea. GMRI's education programs cultivate science literacy and build a foundation of collaborative problem-solving among the next generation of leaders, scientists, citizens, and stewards. Each year, GMRI serves over 25,000 stakeholders from Cape Cod to Nova Scotia.

GMRI is locally focused and globally relevant. GMRI is dedicated to the resilience of the Gulf of Maine ecosystem and the communities that depend on it. It supports solutions that will broadly benefit the bioregion and its diverse communities over generations to come. GMRI leverages the Gulf of Maine's significance as a testbed for adaptation to environmental change and responses to global opportunities and challenges. GMRI is committed to the principles of independence and objectivity. It engages deeply in complex and often controversial marine issues. GMRI's research is evidence-based, transparent, and nonpartisan. GMRI convenes diverse and often competing stakeholders to solve complex problems. It works with partners and networks to leverage knowledge, relationships, and resources to increase shared impact. GMRI's commitment to excellence ensures that thoughtful, entrepreneurial, and persistent staff who aspire to high levels of impact are recruited and empowered.

REPORTING RELATIONSHIPS

The Director of Individual Giving will report to the Chief Development Officer, Blaine Grimes.

PRINCIPAL OPPORTUNITIES

The position of Director of Individual Giving at the Gulf of Maine Research Institute (GMRI) offers a mission-driven fundraiser an unusual opportunity to undertake work that is both challenging and deeply meaningful in one of the nation's most livable small cities. Portland, Maine (and surrounding towns) offer good schools, a vibrant food and arts scene, engaged and approachable community leaders, and extraordinary access to outdoor adventure. Equally important, the successful candidate will be joining an entrepreneurial and energetic team that embraces a collegial and collaborative culture around philanthropy. The team shares responsibility for fundraising goals and celebrates the successes of all team members, program staff, and the donors who ultimately make GMRI's work possible.

This an exciting moment to join a market-focused, results-oriented organization with a solid track record. GMRI has grown rapidly over the past two decades, emerging as one of the region's most respected NGO's, both because of program impact and the exceptional caliber and commitment of the board, management team, and staff. Within the rich depth and breadth of GMRI's science, education, and community programming, the organization is perhaps best known for implementing local solutions that have global relevance including

- working with fishermen to implement management strategies to end overfishing while preserving important economic and cultural values;*
- naming the Gulf of Maine as fastest warming parts of the ocean and demonstrating the power of predictive models to inform climate-ready business and stewardship strategies;*
- working across the supply chain to shift seafood sourcing practices to more local and sustainable options and supporting the growth of shellfish farms; and*
- immersing 12,500+ of Maine's middle school students and teachers in authentic hands-on science experiences every year.*

A mix of federal and foundation grants, corporate giving, and individual philanthropy supports an annual operating budget of approximately \$10 million, with the potential to grow by 50% to achieve the aspirational vision set out in the [current strategic plan](#). Notable achievements to date include authoring the [Ocean Chapter of 4th National Climate Assessment](#); the NASA-funded relaunch of signature [LabVenture education program](#) securing seed funding for an Ocean Business Accelerator that will shepherd the identification and growth of internal revenue generating opportunities and for profit-subsidaries (the first launch in September 2018); and development of a new climate initiative (to be announced this spring) that will clarify adaptation paths available to coastal communities.

The position of Director of Individual Giving uniquely combines strategy and program development with the rewards of working directly with portfolio of current and prospective donors to harness their passions toward five to seven figure gifts. Growth of individual philanthropy is a primary focus for GMRI's Development Team, and the Director of Individual Giving will drive evolution of a next-level program. The successful candidate will be starting with solid systems and strong donor retention across a small (~ 600) core of generous donors. This past summer, GMRI celebrated the completion of a \$23 million campaign. The challenge and opportunity for the incoming Director of Individual Giving will be to capitalize on this momentum. Donor acquisition will be key, as will enabling existing donors to think in an aspirational way about their annual giving as GMRI leans into some of the most

pressing issues of our time—food sustainability, education to support science and data literacy, and coastal climate resilience.

—Blaine Grimes, Chief Development Officer

PRIMARY RESPONSIBILITIES

Annual Fund

The Director of Individual Giving will

- manage the overarching strategy and execution of all programs and activities that support giving by individuals to support GMRI's annual operations;
- work with the Chief Development Officer, Advancement Strategist, and Donor Engagement Officer to define annual and multi-year goals and strategies for individual giving;
- design and implement a strategy to grow the Wind Rose Society (four major giving levels of annual donors of \$1,000 or more), determine annual goals, and track progress;
- define and drive the annual work plan and manage the execution of programs, events, and targeted activities, and mailed and electronic fundraising appeals to fulfill individual strategies and goals;
- oversee growth of the pipeline of potential donors by mining existing constituent data, qualifying leads generated by staff and volunteers, conducting regular research, screenings, and follow-up;
- serve as an operational driver and fulcrum for the outward-facing fundraising team by supporting coordinated strategies of respective portfolios, as well as the planning, organization, and execution of cultivation, solicitation, and stewardship activities;
- regularly review existing progress reports, and communicate with staff, board members, and volunteers about annual fundraising goals, strategies, and progress throughout the year; and
- develop and track annual fund budget.

Prospect Management

The Director of Individual Giving will

- cultivate, solicit, and steward a 60-80-person portfolio, including leadership-level Annual Fund donations and multi-year strategic gifts;
- engage in at least 40 visits and face-to-face interactions annually; and
- prepare fundraising volunteers for solicitations and joins them on personal visits.

Donor Recognition and Stewardship

The Director of Individual Giving will

- build and enhance stewardship and recognition programs to promote donor loyalty and increase revenue from individuals;
- manage the Wind Rose Society donor recognition program;
- create and implement an array of benefits for four giving levels; and
- develop and distribute stewardship communications for donor groups, including annual thank you card, impact communications, and content updates.

Gulf of Maine Legacy Society

The Director of Individual Giving will

- develop and implement a plan to grow a fledgling planned giving program including the mining of constituent data to identify likely prospects;

- develop and distribute collateral materials to promote the program and orchestrate regular outreach to planned giving prospects and financial services professional who may represent them; and
- work to ensure sustained stewardship and recognition of existing Gulf of Maine Legacy Society members.

Events

The Director of Individual Giving will

- set the pace and oversee the development and execution of 35-40+ annual events to engage potential major donors, acquire new donors, and build awareness about GMRI's mission;
- supervise and support the development and tracking of an annual events calendar and budget including goal setting, and strategy for 15-20 private events to engage and steward major donors and prospects;
- assist in identifying, engaging, and briefing event speakers, hosts, and staff attendees;
- supervise and support the development of 20+ public events (tours, lectures, etc.) to build public awareness about GMRI's mission; and
- orchestrate and conduct follow-up activities with individual prospects/donors as appropriate.

KEY COLLEAGUES



Don Perkins
President and CEO

Don Perkins has served as GMRI's President and CEO since 1995. Don works with GMRI's staff, board, and external partners to drive GMRI's evolution as a strategic science, education, and community institution that serves the Gulf of Maine bioregion and to scale GMRI's impact beyond. Since 2013, Don has served as the Executive Director of the Harte Charitable Foundation developing their investments in the stewardship and sustainable development of the Gulf of Mexico. Don is dedicated to

building creative, strategic organizations, traditional or virtual, that contribute to solving intractable problems and creating new opportunities in marine conservation, STEM literacy, and common property governance and management.

Don is active in the marine policy arena on multiple levels. He currently serves on the board of the Gulf of Maine Lobster Foundation and recently co-chaired the Governors Ocean Energy Task Force. He was co-founder of Friends of Casco Bay and the Maine Marine Research Coalition. He previously served on the boards of the Gulf of Maine Council on the Marine Environment, Gulf of Maine Ocean Observing System, Maine Department of Marine Resources Advisory Council, and Maine Legislature's Task Force on the Development of Aquaculture. Reflecting his broader interest in governance, Don currently serves on the board of MMG Insurance.

Don brings an unusual mix of corporate and non-profit experience to GMRI. Prior to joining GMRI, Don instructed at the Hurricane Island Outward Bound School, directed the Marine Conservation Corps in California, served as a financial advisor to Native American tribes, advised The Health Foundation on its Latin American initiatives, and managed the operations of Binax, Inc., which provided diagnostic tests and tools for infectious diseases.

Don was born in Waterville, Maine and has lived in a variety of Maine's coastal and inland communities, as well as overseas in Israel and Brasil. Don holds a B.A. in Anthropology from

Dartmouth College and a M.B.A. from the Stanford University Graduate School of Business. Don's greatest sources of pleasure are his family, sailing along the coast of Maine, and an early morning run or swim.



Blaine Grimes
Chief Development Officer

Blaine Grimes, Chief Development Officer, has led the development and community relations department since 2005.

Blaine's primary responsibility is leading GMRI's strategic fundraising initiatives to ensure that GMRI has the resources in place to maximize its impact and achieve its ambitious program goals in the coming years. She is also responsible for GMRI's marketing and public relations efforts, as well as its burgeoning volunteer program. Blaine spends most of her time

keeping in touch with the community that is so vital to the Gulf of Maine Research Institute's future. Blaine came to GMRI with more than twenty years of business leadership and strategic marketing experience in a wide range of industries, with career concentration in the fields of healthcare and biotechnology. She has a lifetime interest in both science and technology, as well as a passion for the ocean and is delighted to feed those interests in service to the Gulf of Maine Research Institute.

Blaine received her undergraduate B.A. from Amherst College and her M.B.A. with Distinction from Harvard University.

She has served on the board of the Cape Elizabeth Education Foundation and currently serves as vice president for the HBS Club of Maine.



Jill Harlow
Advancement Strategist

Jill Harlow joined GMRI in 2003 and currently serves as the organizations Advancement Strategist. She works closely with the President, Director of Development, and program staff to articulate the outcomes of GMRI's Science, Education, and Community programs and to identify opportunities for individuals, corporations, and foundations to invest the organization's vision. Much of her work is done behind the scenes, including proposal writing, prospect research, and fundraising strategy.

Jill is a place-based person, with a deep affinity for Maine's natural resources and traditional industries. She brings to GMRI a strong sense for the unique characteristics and personalities that have historically defined Maine's communities and excitement about the state's potential to leverage its connection to the sea in new ways in the 21st century.

While Jill considers herself first and foremost a writer, she has broad range of experience in fundraising, public relations, marketing, and graphic design. She has put these skills to work for such organizations as Good Will-Hinckley, Dyer Associates, and Machias Savings Bank. She has also worked as a technician at the Mount Desert Biological Laboratory.

Jill is a Colby graduate and an alumni of the Williams Mystic Maritime Studies Program and the Salt Center for Documentary Field Studies.



Elijah Miller
Communications Manager

Elijah Miller became communications manager at GMRI in July 2015. In his role, Elijah manages GMRI's content production, media relations, and web presence.

Elijah previously supported GMRI's development team in the role of campaign coordinator. Prior to joining the organization, he worked in development at Maine Cancer Foundation and later in corporate communications for L.L.Bean.

Elijah Graduated Summa Cum Laude from the University of Southern Maine, where he studied communications and marketing.

Elijah is an avid fly fisherman, camper, and beach-goer. Whether he's wading in a stream, canoeing on a pond, or swimming in the ocean, you're most likely to find him in the water.

CANDIDATE QUALIFICATIONS AND QUALITIES

Gulf of Maine Research Institute is seeking a Director of Individual Giving with

- a thorough understanding of the tools, techniques, and strategies employed in donor-centric fundraising;
- a capacity to content-shift between outward-facing interpersonal work and internal strategy and production;
- exceptional communication skills, with a sensitivity to donor needs and confidentiality;
- comfort in social situations and an ability to mingle at fundraising events;
- the flexibility needed to attend evening and weekend events, to travel within Maine and occasionally other parts of New England and the East Coast;
- core computer skills in Microsoft Office, database applications, electronic communications, and an ability to learn and use other specialized software (a strong working knowledge of Raiser's Edge or similar fundraising software a plus);
- working knowledge of prospect research (including biographical and capacity assessments);
- keen attention to detail and a demonstrated ability manage priorities and accomplish multiple tasks in a demanding environment with limited resources and staff support;
- the desire to be a team player, with a sense of humor, flexibility, and ability to accomplish an ambitious vision in a rapidly evolving institution; and
- an ability to manifest and communicate genuine passion for GMRI's mission and accomplishments.

A Bachelor of Arts or Bachelor of Science degree is required for this position as is a minimum of seven years of work experience with a background in fundraising (or a very closely related field), preferably involving a mix of donor cultivation/solicitation and events planning.

DIVERSITY AND INCLUSION

Gulf of Maine Research Institute is proud to confirm its long-standing policy and commitment to providing equal access and equal employment opportunities in all terms, conditions, processes, and benefits of employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, genetic information, or veteran status. GMRI's employment decisions are made without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, genetic information, or veteran status.

Applicants and employees are encouraged to voluntarily self-identify their race/ethnicity, gender, disability status and veteran status to assist GMRI in fulfilling various data reporting requirements of the federal government. This self-identification is completely voluntary, will be kept strictly confidential and separate from your application data, and used only to meet federal reporting requirements. Providing or declining to provide this information will not result in adverse action of any kind.

SALARY & BENEFITS

Gulf of Maine Research Institute offers a competitive salary and benefits package.

LOCATION

On October 1, 2005, the Gulf of Maine Research Institute officially opened a 44,000-square-foot research and education laboratory at the heart of Portland, Maine's working waterfront. Its facility includes wet labs, analytical labs, office suites, conference rooms, and the Sam L. Cohen Center for Interactive Learning.

The lab fosters research partnerships among the region's leading research institutions, education institutions, the fishing community, private industry, and other stakeholders; provides an effective vehicle for marine researchers to share their work in a meaningful way with Maine students, teachers, and families; and serves as an economic engine, creating high quality jobs, as well as graduate and undergraduate experiences for student from colleges and universities across the region.

GMRI believes in the importance of community as the fundamental building block to resolving complex marine resource issues. Its facility was conceived to encourage collaboration across disciplines and institutions. Formal and informal meeting spaces are clustered around a three-story glass atrium which visually connects the city to the harbor. GMRI is proud to share its lab with some of the leading marine research organizations in the region and to interact with the rich mix of scientists, fishermen, legislators, and educators that regularly gather there.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please review them for accuracy. Review of applications will begin immediately and will continue until the successful candidate has been selected.

To nominate a candidate, please contact Tim Child:

timchild@aspenleadershipgroup.com.

All inquiries will be held in confidence.