



**DIRECTOR, DONOR RELATIONS  
FOOD BANK FOR NEW YORK CITY**

**Location–Flexible**

[Food Bank For New York City](#)



The Aspen Leadership Group is proud to partner with Food Bank For New York City in the search for a Director, Donor Relations. The philanthropic community has greater awareness of hunger and interest in helping than ever before. The Food Bank For New York City is investing in additional development positions to strengthen its capacity to tap into this increased interest and generosity, in order to meet the growing need for its critically important services.

The Director, Donor Relations will create and manage Food Bank's donor engagement program including centralized cultivation and stewardship services. The Director will collaborate closely with frontline fundraisers across the development department to understand donor motivations, interests, and needs and create opportunities to enhance the donor experience. The Director will identify assets available throughout the organization and create plans for delivering them to donors with the utmost impact. As the lead project manager on donor engagement, the Director will convene cross-functional conversations to enhance the donor experience and coordinate high-touch mailings, cultivation events, and other mission experiences.

Food Bank For New York City has been working to end food poverty in the city's five boroughs for over 36 years. As the city's largest hunger-relief organization, it employs a multifaceted approach centered on helping low-income New Yorkers overcome their circumstances and achieve greater independence. In the months since the pandemic reached NYC, Food Bank has seen the demand for its services more than double and the gap in services and support for families in need continues to grow.

Food Bank's work begins and ends with its mission which it only achieves through partnering with its citywide member network. Before COVID, this growing network of nearly 1,000 charities and schools helped provide food for 62.5 million meals each year. Today, Food Bank and its partners are on track to distribute over 110MM pounds of food to New Yorkers in need; and sustained, strategic fundraising growth will be critical to meeting this need for years to come.

Food Bank respects every gift of time, talent, and treasure to its mission by committing to a practice of transparency and excellence in stewardship. Food Bank embraces being a non-traditional anti-poverty organization because it recognizes that strategic, innovative approaches are necessary to end hunger.

Food Bank knows that a strong, talented staff is central to its success and invests in the development and retention of its team. Learn more in Food Bank For New York City's most recent [annual report](#).

## **REPORTING RELATIONSHIPS**

The Director, Donor Relations will report to the Chief Development Officer Matthew Honeycutt.

## **PRIMARY RESPONSIBILITIES**

### **Centralized Donor Engagement**

The Director, Donor Relations will

- develop a framework for efficient, effective centralized donor engagement that builds on annual fund and special events outreach and complements frontline fundraisers' individualized relationship-building;
- foster a culture of gratitude across the organization and within its diverse constituent groups and sustain support Food Bank's core programs and services;
- collaborate with the Director, Fundraising Operations to develop and maintain a strategic approach to donor segmentation;
- create, maintain, and communicate a department-wide donor engagement calendar that summarizes the donor experience by donor segment;
- convene regular conversations among key stakeholders to enhance the donor engagement calendar and coordinate touchpoint delivery;
- project-manage and coordinate the delivery of high-touch experiences, such as special impact reports, naming opportunities, cultivation events, and other mission experiences;
- maintain a comprehensive catalogue of assets available across the organization to enrich the donor experience;
- contribute to the continual enhancement of gift acknowledgement processes, including thorough drafting and review of letter templates;
- create a framework for leadership engagement in the stewardship of donors, including gift acknowledgement and impact reporting; and
- uncover and facilitate simple, meaningful opportunities for board participation in stewardship.

### **Custom Donor Experiences**

The Director, Donor Relations will

- serve as a subject-matter expert and resource for frontline fundraisers as they develop individualized cultivation and stewardship plans for portfolio donors;
- collaborate with Marketing and Communications to develop templates and tools for custom donor experiences;
- create a system for tracking personalized stewardship report needs and due dates and collaborate with Major Gift Officers to create and deliver them; and
- maintain a comprehensive inventory of naming opportunities, including named and unnamed pieces.

## FOOD BANK FOR NEW YORK CITY LEADERSHIP



**Leslie Gordon**  
**President and CEO**

Leslie Gordon joined Food Bank For New York City as President and Chief Executive Officer in March of 2020. For more than a decade, Leslie has led efforts to feed neighbors in need in New York City and surrounding communities. Most recently she served as President and Chief Executive Officer of Feeding Westchester, Westchester County's largest anti-hunger organization.

Prior to joining Food Bank, Leslie took Feeding Westchester to new heights by challenging the team to think boldly as they charted a course for the future, and created a special culture that is highly collaborative and inclusive. Under Leslie's leadership, the organization increased the amount of fresh produce to more than 40 percent, and upped the amount of food distributed by 20 percent – more than the average food bank in the nation. Leslie also forged cutting-edge, strategic alliances with non-food partners – specifically with health institutions – large and small.

Leslie previously served as the Senior Director of Program Strategy and Operations at City Harvest, where she helped pioneer a new strategy that positioned the organization to double the amount of food distributed annually, led the organization's "Healthy Neighborhoods" program and oversaw the growth of its volunteer program from 6,000 to nearly 20,000 volunteers. Prior to that, she was Executive Director of Best Buddies Pennsylvania and the Founding Director of Made in the Hudson Valley. She also served under General Colin Powell as National Director of America's Promise – The Alliance for Youth.



**Matthew Honeycutt**  
**Chief Development Officer**

Matt Honeycutt is Chief Development Officer for the Food Bank For New York City. He joined the team in July of 2020 year as Food Bank was just coming out of its COVID crisis response. Today, Food Bank is on track to deliver over 100 million pounds of food to families in need across the five Boroughs, and Matt leads the team of marketing, advocacy, and fundraising professionals dedicated to ensuring the resources are there to provide healthy meals to over 1.8 million families in New York City.

Before joining Food Bank, Matt served as the Vice President of Development at Feeding Westchester where he developed an amazing team of professionals and helped create and cast the vision for the organization's marketing, fundraising, and volunteer initiatives.

Before joining Food Bank, Matt helped lead Feeding Westchester's response to the COVID pandemic. During that time, Feeding Westchester doubled distribution to 20MM pounds, grew revenue by more than 400%, and gained international, as well as national attention, for its response to the crisis.

Before food banking, Matt spent over two decades in education as a teacher, coach, and senior fundraiser for schools from Charlotte, North Carolina to Greenwich, Connecticut. He also led fundraising and marketing for the Mid-Atlantic Chapter of the National MS Society where he developed a diverse family of special events, created the Chapter's first major giving program, and doubled the size of the organization's corporate giving and engagement initiatives.

Matt is a graduate of Winthrop University in South Carolina, where he earned his bachelor's degree in English and Creative Writing and a Master's Degree in English literature. Because of this, he's been asked to lead the creative process on every case statement, proposal, annual fund solicitation, and thank you letter ever written—everywhere he's ever worked. And, his father is still surprised, to this day, that Matt managed to actually have a career with not one, but two degrees in English Literature.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Food Bank For New York City seeks a Director, Donor Relations with an innovative approach to donor engagement and expertise in designing streamlined stewardship systems; an ability to think strategically and creatively; and strong interpersonal, organizational, collaboration, and communications skills. A bachelor's degree is required for this position as is at least five years of professional experience and demonstrated success in relationship-based fundraising or relevant transferable experience, with experience in major gifts a plus. Two years of experience with a donor database such as Raiser's Edge is preferred as is proficiency in fundraising platforms such as Engaging Networks.

### **SALARY & BENEFITS**

Food Bank For New York City offers a competitive salary and benefits.

### **LOCATION**

Food Bank For New York City is located in New York City. The successful candidate may work remotely. Preference will be given to candidates that are able to commute easily to New York City as needed.

### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Food Bank For New York City to end hunger by organizing food, information, and support for community survival, empowerment, and dignity.*** Review of applications will begin immediately and will continue until the successful candidate has been selected.

*To apply for this position, visit:*

*[Director, Donor Relations, Food Bank For New York City.](#)*

*To nominate a candidate, please contact Tim Child at [timchild@aspingleadershipgroup.com](mailto:timchild@aspingleadershipgroup.com) or Ashley Buderus at [ashleybuderus@aspingleadershipgroup.com](mailto:ashleybuderus@aspingleadershipgroup.com).*

*All inquiries will be held in confidence*