

Meals on Wheels Foundation of Northern Illinois Director of Development and Communications



About Meals on Wheels Foundation of Northern Illinois

The mission of Meals on Wheels Foundation of Northern Illinois (MOWFNI), together with our sister organization, Community Nutrition Network and Senior Services Association (CNNSSA), is to ensure that older adults and persons with disabilities stay happy, healthy, independent, and resilient by addressing hunger and food insecurity as well as providing opportunities to connect with their communities. With a home-delivery meal program stretching across more than 3,000 square miles in Illinois, six restaurant partnerships and 25 community cafés across Cook, Grundy, Kendall, and Will Counties, MOWFNI and CNNSSA are one of the largest independent nonprofit senior meal providers in the nation. In 2024 MOWFNI expects to serve a total of over 1M meals to nearly 10,000 seniors.

Position Overview

Meals on Wheels Foundation of Northern Illinois seeks a strategic, collaborative, and creative Director of Development and Communications to provide vision, strategy, and leadership to the Meals on Wheels Foundation of Northern Illinois development program. The Director of Development and Communications will build and grow a best-practice fundraising and retention program leading to immediate growth while developing and overseeing the execution of the organization's fundraising plan. The Director of Development and Communications will craft a comprehensive moves management strategy to build a strong relationship-based and donor-centric fundraising program across all fundraising channels and provide innovative ideas to diversify the organization's funding streams. The Director of Development and Communications reports to the CEO and manages the Development Associate.



■ Responsibilities

Leadership and Strategy

- Develop and manage a comprehensive multi-year fundraising plan encompassing major gifts, direct mail and annual fund, grants and institutional giving, government support, corporate giving, events, planned giving, donor retention and communications
- With the Executive Director and leadership team, set annual goals for all revenue streams and track revenue on a rolling basis to ensure goals are met

Fund Development

- Lead the expansion of MOWFNI's donor and funder base including building a pipeline of major donors, developing and growing gift recognition and stewardship programs, and networking to identify new funding opportunities in expanding markets
- Oversee and direct MOWFNI's annual fund program, working with direct mail service provider to ensure strong acquisition and retention of individual donors and using donor data to upgrade donors towards the major donor pipeline
- Supported by the Development Associate and possible grant writing consultant, manage the grants and institutional giving program, including writing grants, LOIs, and reports; managing data for reporting and program evaluation; and maintaining the grants calendars
- Seek additional government funding via local municipalities, villages, cities, townships, and counties
- Explore and develop a planned giving program
- Collaborating with outreach and volunteer program staff, strengthening and broadening MOWFNI's corporate volunteerism program and increasing corporate social responsibility funding
- Develop a major gifts program, including implementing a formal moves management, portfolio-based major gifts pipeline
- Assist and advise Executive Director in managing a major gifts portfolio
- Provide support for development efforts of the Board of Directors

Reporting and Data Management

- Oversee and ensure accuracy of all fundraising data, including annual fund data, in close partnership with the Development Associate
- Prepare and/or approve weekly, monthly, quarterly, annual, and comparative reports and dashboards on revenues, progress to goal, funder and donor response rates, and more
- Create development dashboards and reports for Executive Director and Board of Directors as requested

Communications and PR

- Lead launch of consultant-developed branding and brand strategy for MOWFNI and CNNSSA
- Plan and develop compelling and consistent PR, marketing, and communications materials (email newsletters, social media posts, website, promotional materials, and more), providing leadership to, and support for, the Development Assistant, staff from other departments, and occasional outside consultants
- Working with website administrator, oversee updates for development-focused website pages to ensure optimal online donor experience

Events and Outreach

- Collaborate with outreach, volunteer, and program staff to develop and manage fundraising-focused events and outreach

General

- Serve as a representative of MOWFNI to all stakeholders, making public appearances as necessary
- Implements industry best practices and maintains current knowledge in the field of development, including emerging trends
- Other duties as assigned

Qualifications

- Five or more years of leading or supporting a successful nonprofit development program in a professional fundraising environment or equivalent related experience
- One or more years of management experience
- A Bachelor's Degree in a related field or equivalent experience
- Excellent verbal communication skills, with the ability to professionally and persuasively articulate MOWFNI's mission in a variety of settings
- Excellent, accomplished written communication skills, including preparing case statements, ask letters, and grant proposals without oversight
- Proven track record of identifying, cultivating, stewarding, and soliciting philanthropic support from individuals, foundations, and corporations
- Strategic and relationship-based approach towards building fundraising relationships, both internally and externally
- Experience with nonprofit budgeting and financial attention to detail
- Deep knowledge of digital marketing and communication methods as well as direct mail programs
- Proven experience with data oversight and developing and using reporting dashboards to analyze trends and results
- High degree of competency using fundraising technology (CRMs, wealth screening tools, social media, Microsoft Office, etc.)
- Proficiency in or knowledge of graphics editing tools (Canva, Adobe Creative Suite)
- Ability to work occasional evenings and weekends
- Owns a vehicle or has other reliable means of transportation as this position will require occasional travel to meetings, program sites, event
- A self-starter, data and deadline-driven, and ability to multi-task with solid organizational and time-management skills



■ Compensation and Benefits

Meals on Wheels Foundation of Northern Illinois offers a competitive salary and benefits. This is a full-time, exempt position eligible for health and life insurance, short- and long-term disability, and a generous paid time off policy. The schedule is hybrid, with three per week in the office. We value diversity and strongly encourage women, people of color, LGBTQ individuals, people with disabilities, people from underrepresented/nontraditional backgrounds, and veterans to apply.

The salary range for this position is \$105,000-\$115,000.
Compensation is commensurate with experience.

■ Instructions for Applicants

**This search is being conducted
by TWB Fundraising.**

To apply, please submit a
resume and cover letter via
LinkedIn at [https://www.
linkedin.com/feed/update/
urn:li:activity:7169373092887080961](https://www.linkedin.com/feed/update/urn:li:activity:7169373092887080961)

Inquiries and questions will be held
confidentially and may be
directed to Rebekah Silverman, Vice
President, TWB Fundraising
at rsilverman@twbfundraising.com

