

Director of Development and Digital Engagement

Location: Louisville, KY (Hybrid flexibility available)

Reports To: Executive Director

Salary: \$70,000–\$85,000/year | Full-Time, Exempt

As Director of Development and Digital Engagement, you'll drive all fundraising activities and play a key role in growing Kentucky Harvest's revenue and digital reach. This role requires strategic thinking, digital acumen and hands-on implementation — from building donor relationships and planning events to leading digital campaigns and optimizing data-driven engagement. You'll be the driving force behind our fundraising success.

The Ideal Candidate:

- **The Fundraiser with Heart:** You love connecting people to causes and can communicate our mission with clarity and passion.
- **The Digital Strategist:** You relish the opportunity to leverage your digital experience by integrating digital tools, social channels, and data analytics into every facet of fundraising.
- **The Relationship Builder:** You excel at cultivating authentic relationships — both online and offline — that strengthen donor loyalty and community trust.
- **The CRM-Savvy Connector:** You know how to harness CRM systems to create strategic, personalized donor journeys and communications that drive results.
- **The Strategic Planner:** You see the big picture, break it into actionable steps, and measure success using clear data.

Who You'll Work With:

- Individual donors and corporate partners
- Foundations and other grant makers
- Volunteers and board members
- Staff, digital vendors, and community stakeholders

Key Responsibilities:

Fundraising Strategy & Annual Giving

- Develop and implement a comprehensive annual fundraising plan with digital integration at its core.
- Leverage digital tools to rapidly expand reach, identify potential donors, and convert them to recurring donors.
- Administer and optimize Bonterra as the central fundraising CRM; manage donor journeys.
- Oversee *Plate It Forward* recurring giving program and seasonal digital campaigns.

Events & Campaigns

- Plan and execute annual donor events with strong online promotion strategies.
- Lead the use of online registration, peer-to-peer fundraising tools, and follow-up engagement analytics.

Major & Planned Giving

- Build and manage a portfolio of major gift prospects using digital prospecting and tracking tools as well as traditional networking.
- Launch a Legacy Society and promote planned giving opportunities.

Grants & Foundation Support

- Cultivate relationships with foundation representatives.
- Identify, write, and submit grants; track wins and losses for continuous improvement.
- Ensure reporting and outcomes data are compelling for ongoing funder engagement.

Corporate Giving & Partnerships

- Secure and steward corporate sponsors with compelling, data-rich impact reports.
- Use targeted LinkedIn, etc. outreach, digital storytelling, and traditional networks to engage new partners.

Volunteer Giving & Community Outreach

- Convert volunteers into donors through ongoing engagement, email campaigns, text alerts, and social storytelling.
- Support marketing efforts that inspire giving and share impact.

Required Qualifications:

- 5–7+ years of experience in fundraising, development, or nonprofit management
- Strong written and verbal communication
- Experience using CRM tools (e.g., EveryAction/Bonterra, FundRaiseUp, Salesforce)
- Background in digital fundraising, online campaigns, or donor segmentation strategies
- Proven ability to manage projects, meet deadlines, and work independently
- Passion for our mission and commitment to community impact

Preferred Qualifications:

- Experience managing major gifts or legacy giving programs

- Understanding of hunger relief, food systems, or food rescue

Benefits & Perks:

- Health insurance and retirement plan with employer match
- Generous PTO and holidays
- Hybrid work flexibility
- Opportunity to lead digital transformation and grow impact

This is a unique opportunity to help shape the future of Kentucky Harvest — online and on the ground. If you're ready to lead, build, and grow with us, we'd love to hear from you!

Please send a cover letter and resume to Heather Stewart at heather@kyharvest.org.
Use the subject line: Director of Development and Digital Engagement
– [Your First and Last Name].