

## **Bloom Our Youth Chief Development Officer (CDO)**

***Bloom Our Youth, a leading provider of foster care services in Metro-Atlanta, seeks a proven fundraising professional to design and manage a robust, systematic program to increase contributed revenue.***

[Bloom Our Youth](#) (Bloom) is a family-centered nonprofit organization that protects, supports and empowers foster children and the families who care for them.

Founded in 1986 and located in Fayette County, GA, Bloom recruits, supports and trains foster families who give displaced children hope and a home life for the next phase of their lives. The organization provides services in half of Georgia's counties annually.

Driven by values imbued with respect, dignity, excellence, teamwork, transparency and commitment, Bloom's goal is to help shape the life path of foster children in positive ways and assure that every child has a safe and nurturing family. [Foster Parenting, Training and Support](#), and [The Bloom Closet](#) (which supplies valuable goods and clothing) form the heart of the organization's programs, which focuses on each child as an individual. Bloom provides services to any child in need regardless of sex, race, creed, national origin, or social circumstance.

Bloom's FY21 operating budget is approximately \$3M, two-thirds of which is derived from government funding and one-third from social enterprises, contributed revenue and other sources. A new strategic plan has been adopted to broaden the organization's metro-Atlanta presence, leadership and organizational development; increase the number of families available to provide foster care; grow the donor base by 10% each year. Contributed revenue has historically played a valuable part in the overall revenue picture, and the speed of expansion will depend on capacity-building funded by contributions.

The new Chief Development Officer (CDO) will play a central enabling role in the organization's expansion. She/he/they must be a skilled relationship builder, friend-raiser and fund-raiser, with an ability to directly solicit, orchestrate solicitation campaigns that engage board and staff members, and develop productive solicitation events, approaches and experiences. Bloom employs approximately 24 full-time and part-time employees, and has 125 volunteers who support the Bloom Closet program. Currently, the development department has a staff of four.

### **BASIC FUNCTION**

Reporting to the CEO, the Chief Development Officer serves as a key leadership team member and an active participant in making strategic decisions affecting Bloom's services. The CDO is responsible for all fundraising and development activities and will forge new relationships to build Bloom's visibility, impact, and financial resources.

The CDO will also design and implement a comprehensive three-year plan to develop critical external alliances by cultivating individual, corporate, foundation, and other various philanthropic opportunities. She/he/they will have primary responsibility for establishing and implementing the infrastructure needed to grow revenue from special events, corporations, foundations, churches and community organizations, and by soliciting annual and major gifts and grants.

The CDO will expand and diversify Bloom's donor base and work closely with other team members to secure funding for new initiatives. The CDO will work closely with the Board of

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Directors to support and train Board members on the skills needed to build fundraising relationships.

The CDO will also lead the composition, design, and coordination of all Bloom's community outreach materials to support fundraising efforts, including branding, signage, publications, newsletters, advertisements, websites, and social media.

For the first three months, the Chief Development Officer's immediate priorities are to:

- Thoroughly understand Bloom's services and the organization's history, culture, traditions, programs, personalities, constituencies; understand its base of financial support and the short-and long-term funding requirements of the organization;
- Immediately assess the in-process fundraising efforts and provide support for those efforts; assume a hands-on role in the identification, cultivation, solicitation, and stewardship of major gifts, and in growing institutional support from corporations and foundations;
- Develop, in collaboration with the CEO, a fundraising strategy that includes donor segmentation, objectives and success metrics for individual and institutional fundraising; identification of staff and board members who will be actively involved in fundraising; definition of roles, targets, and fundraising goals.

The Chief Development Officer will execute the following responsibilities:

- Develop unrestricted annual fund, capital, endowment, and restricted giving campaigns and events; build sustainable monthly giving program.
- Develop prospect lists for major gift development, corporate and foundation giving, individual giving, and grants; provide leadership, direction and management for the development team; cultivate new and maintain existing relationships with major donors; continuously target, approach and engage new patrons with the ability to fund Bloom programs and capacity-building initiatives and the interest in doing so;
- Develop and implement a comprehensive awareness-building plan that targets cohorts of donors with different interests; create websites, messages, social media, conversations and events that include solicitations for restricted and unrestricted funding;
- Deploy knowledge of venues, vendors and event planners as the lead of special fundraising events; lead all volunteer opportunities for corporations, special events, and family members of clients;
- Collaborate with the CEO and Board of Directors in the development and deployment of fundraising collateral; monitor all donor information and implement a donor stewardship program to honor contributors and cultivate deeper ties with donors;
- Manage planned giving, including deferred giving, estate planning, bequests and other forms of inter-generational fundraising;
- Assure transparency; measure the success and report regularly on the progress of the development program; provide and present statistical analysis to the CEO, Board and senior management on the success of various fundraising initiatives, in the process creating a sense of shared ownership.

**DESIRED EXPERIENCE and QUALIFICATIONS**

The Chief Development Officer should have the following experiences and qualifications:

- 10+ years of experience in attracting financial support from individuals, foundations, businesses, and/or government sources; demonstrated results in personally cultivating and sustaining donors;
- Knowledge of, and proven record of fundraising success within the metro-Atlanta foundation and corporate philanthropic community;
- Broad-based understanding of various development activities including web, social media, direct mail, proposal development, major donor research, event planning and management, direct solicitations, leveraging fundraising databases and support systems for donor segmentation;
- Demonstrated skills in motivating, directing, and managing staff, and in coordinating and supporting the fundraising activities of others; a good listener and strategist; comfortable receiving input from many sources; able to analyze and formulate disparate information into a sound, well-organized plan;
- Exceptional organizational skills; a keen ability to manage and juggle competing priorities; excellent follow-through and attention to detail;
- A resourceful individual with a high energy level and can-do attitude; a self-starter, problem solver, strategic and big-picture thinker;
- Outstanding oral and written communication skills; a confident public speaker and presenter; the ability to work effectively with individuals from diverse backgrounds;
- The successful candidate will be a collaborative and roll-up-your-sleeves partner;
- Lead and direct a solicitation environment that requires a commitment to Bloom's mission and vision; and
- Overall, there will be an intense focus on direct solicitation and leveraging others to solicit directly. Planning is fine; asking is better.

To apply, nominate others, or for further information, please contact:

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