

**National Director of Fundraising Event Campaigns**

**Location: Tri-State Area (CT, NJ, NY)**

---

American Parkinson Disease Association is currently seeking a **National Director of Fundraising Event Campaigns** to join their growing organization. The position is a hybrid position (a blend of office and remote); however, candidates **must live in the tri-state area** in order to travel to events and meetings. The ideal candidate has proven results growing sustainable peer-to-peer, event-based fundraising in a national, field-based non-profit and the ability to identify and cultivate corporate partners and individual donors to support APDA.

**AMERICAN PARKINSON DISEASE ASSOCIATION:**

Every day, the American Parkinson Disease Association (APDA) provides the support, education, and research that will help everyone impacted by Parkinson's disease live life to the fullest. APDA is the largest grassroots network dedicated to fighting Parkinson's disease, a chronic, neurological disorder, and works tirelessly to help the approximately one million people with Parkinson's disease in the United States live life to the fullest.

Founded in 1961, American Parkinson Disease Association has raised and invested more than \$226 million to provide outstanding patient services and educational programs, elevate public awareness about the disease, and support research designed to unlock the mysteries of Parkinson's disease and ultimately put an end to this disease.

The organization's 2022-2024 Strategic Plan outlines ambitious targets, including: 1. Expand constituent-centric, evidence-based, and impactful programs, services, and research that improves quality of life throughout the disease continuum. 2. Cultivate partnerships and collaborations to expand and elevate mission delivery to meet Parkinson community needs. 3. Expand reach to under-served, under-studied and under-represented communities to promote health equality and access to care and provide education and support.

**THE ROLE:**

The National Director of Fundraising Event Campaigns (NDFEC) is accountable for the strategic development and management of peer-to-peer, event-based fundraising executed in local communities nationwide, with priority focus on the identification of key markets poised for significant growth. The NDFEC is responsible for generating significant revenue growth to meet and exceed aggressive development goals in the next 3-5 years. Substantial growth will require a strong emphasis on the Optimism Walk campaign through the strategic identification, cultivation, solicitation and stewardship of corporate prospects, team recruitment and retention, and new market development. The NDFEC works collaboratively with development, marketing, and field-based colleagues.

**You will have the ability to:**

- Provide strategy, leadership, and direction to build APDA's signature Optimism Walk, with priority focus on select, key markets to build increased, sustainable revenue and brand awareness.
- Identify and implement new or improved modes of delivering all APDA event-based fundraising campaigns that will increase impact and build brand awareness.
- Develop and execute training, tools, and technical assistance to assist staff and volunteers meet and exceed aggressive event-based development goals in the next 3-5 years through strategic identification, cultivation, solicitation and stewardship of corporate prospects, team recruitment and retention, and new market development.
- Establish benchmark(s) and measure impact.
- Develop and execute the systems and technologies to enhance on-line fundraising and social media communications.
- Oversight of Optimism Walk and Events budgets and tracking revenue goals.
- Serve as liaison between the Home Office and fundraising-related vendors/consultants.
- Identify, cultivate, and solicit new corporate partners and individual prospects through strategic research outreach and personal visits ensuring the highest level of customer service.
- Develop solicitation materials, write proposals, and develop presentations.
- Ensure accuracy of corporate and individual donor recognition in marketing/public relations collateral and maintain appropriate tracking of progress.
- Integrate best practices into organization and department operations and work to engage the field and support compliance.

**YOUR EXPERTISE:**

- Bachelor's Degree required. CFRE a plus.
- 7-10 years successful fundraising/sales experience, with a proven track record of revenue growth in non-profit fundraising and development through events, corporate, and individual support, preferably with a field-based organization.
- Proven ability to engage staff, volunteers, sponsors, donors, and others and leading them toward achievement of fundraising goals.
- Proficiency in MS Office/Outlook and user fluency in CRM database (preferably Blackbaud), peer-to-peer fundraising platforms, such as Qgiv and Donor Drive, wealth/foundation research tools, and web-based platforms.
- Proven success adhering to budget and timeline expectations.
- Focused development, sales, and marketing experience with emphasis on customer relationship building, experienced in moves management processes.
- Ability and willingness to travel locally and nationally and work irregular hours including attending evening or weekend meetings or events as appropriate.
- Experience with distance management is preferred.
- At least 25% travel is anticipated and may be higher at critical periods of the campaigns.
- Excellent writing skills
  
- Excellent communication and interpersonal skills and demonstrated ability to build relationships with all levels of partners, volunteers, and staff.



- Ability to establish performance metrics and indicators to measure success.
- Excellent planning, budgeting, and evaluation skills.
- Ability to work effectively both independently and in a team environment.
- Proven leadership and management skills in fundraising organizations.
- Demonstrated problem-solving and decision-making skills and ability to work well under pressure.

### **Salary and Benefits:**

**Starting Salary Range:** \$115,000-125,000. Starting annual salary based on background and experience.

- Medical, Dental and Vision on the first day of the month after start date.
- 401K after three months of service (no company match).
- Life Insurance.
- Pension eligible after one year of service and fully vested after five years of service.
- HSA & FSA spending accounts available.
- Paid time off in addition to standard holidays.

**Have we described a role that you have been seeking, along with a set of skills you possess? If so, we'd like to hear from you!**

**Please forward your resume to Lauren Booth at [lbooth@operationsinc.com](mailto:lbooth@operationsinc.com)**

We're Operations Inc, a Human Resources Outsourcing and Consulting firm. Since 2001, Operations Inc. has been supporting a base of over 1,400 clients with their diverse and evolving HR needs.

The American Parkinson Disease Association (APDA) provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, APDA complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training. APDA expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of APDA's employees to perform their job duties may result in discipline up to and including discharge. APDA will provide reasonable accommodations for qualified individuals with disabilities.