

National Director, Fundraising Event Campaigns

Hybrid (travel required)

The American Parkinson Disease Association (APDA) is seeking a **National Director of Fundraising Event Campaigns (NDFEC)** to join their growing organization. The NDFEC is accountable for the strategic development and management of event-based fundraising executed in local communities nationwide, with priority focus on key markets poised for significant growth and 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 support, team recruitment and retention, and market assessment and development. The NDFEC will be highly engaged with field-based colleagues nationwide executing events and works collaboratively with development, marketing, finance, and operations as well.

This is a full time, exempt, hybrid role (a blend of work from home and in-person) which requires seasonal travel nationwide, is ideally located in the Tri-State, NY Metro area to attend periodic department meetings, events and activities, and reports to the Vice President of Development, who is based in the NY Metro area.

The ideal candidate has proven results growing sustainable event-based fundraising in a national, field-based non-profit, user fluency in CRM and peer-to-peer platforms, and the ability to identify and cultivate corporate partners and individual donors to support APDA.

ABOUT APDA

The American Parkinson Disease Association (APDA) is a nationwide grassroots network dedicated to fighting Parkinson's disease (PD) and works tirelessly to help the approximately one million with PD in the United States live life to the fullest in the face of this chronic, neurological disorder. Founded in 1961, APDA has raised and invested more than \$313 million to provide outstanding patient services and educational programs, elevate public awareness about the disease, and support research designed to unlock the mysteries of PD and ultimately put an end to this disease.

OUR CORE VALUES

- **COMMITMENT:** Compassionately provide high quality service and support.
- **RESPECT:** Foster a diverse, equitable, inclusive, and accessible culture.
- **COLLABORATION:** Establish meaningful relationships to build strong, supportive communities.
- **INTEGRITY:** Act ethically with honesty, transparency, and accuracy.
- **ACCOUNTABILITY:** Responsibly steward our actions, outcomes, and resources.

KEY RESPONSIBILITIES

Optimism Walk Campaign:

- 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.
- 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, with a strong emphasis on growing the Optimism Walk campaign substantially through strategic identification, cultivation, solicitation and stewardship of corporate prospects, team recruitment and retention, and new market development.
- Establish benchmark(s) and measure impact of Optimism Walk across network.
- 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.

Event Development:

- Identify and implement new or improved modes of delivering all APDA fundraising campaigns that will increase impact and build brand awareness.
- Provide strategy, leadership, and direction in the development of corporate and individual donors.
- Contribute to the development and oversight of Annual Budgets and Annual Plans.
- 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.
- Other responsibilities as necessary for the effective operation and execution of fundraising efforts in support of APDA's mission.
- Supervise and direct staff, as necessary.

SKILLS AND ATTRIBUTES

- Focused development, sales and marketing experience, with emphasis on customer relationship building, experienced in moves management processes.
- 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.
- Willingness and ability to travel as required to perform job.
- Computer proficiency in MS Office/Outlook and user fluency in Blackbaud CRM database, peer-to-peer fundraising platforms, such as Qgiv and Donor Drive, wealth/foundation research tools, and web-based platforms.

QUALIFICATIONS

- Minimum 10 years successful fundraising/sales experience, with a proven track record of revenue growth.
- Proven experience in non-profit fundraising and development through events, corporate, individual and grant support, preferably with a field-based organization.
- Proven ability to engage staff, volunteers, sponsors, donors, and others and leading them toward achievement of fundraising and mission goals.
- Proficiency in MS Office/Outlook and user fluency in CRM databases (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.
- 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.

WORKING CONDITIONS

This is a hybrid position; however, travel is required. At least 25% travel, higher during peak event seasons, and irregular hours including evening or weekend meetings or events as needed.



COMPENSATION AND BENEFITS:

Starting Salary Range: \$115,000 to \$125,000. Annual salary based on background and experience.

APDA has an attractive benefits package including Medical, Dental, Vision, 401K, Life Insurance, Pension, HSA & FSA spending accounts available. Paid time off in addition to standard holidays.

APDA is an equal opportunity employer and is committed to workplace diversity.
Candidates from diverse backgrounds are encouraged to apply.

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 cover letter, resume, and reference contact information to:
Lauren_booth@ajg.com