

Job title	<i>Director of Development (Fundraising, Peer-to-Peer)</i>
Reports to	<i>Chief Development Officer</i>

Job Purpose

The Director of Development (Fundraising, Peer-to-Peer) is a self-starting individual who is responsible for implementation and execution to drive fundraising success for NEDA Peer-to-Peer programs and providing operational oversight to maintain and grow the NEDA community. Programs include the signature Walks Program, spanning more than 50 communities across the United States, in addition to the new Campus Warriors college campus cultivation events and activities. This position leads the NEDA event strategy to drive collaboration, volunteer engagement and participant stewardship that will grow the programs at all levels and ensure an exceptional participant experience.

Measurable outcomes for this position include achieving designated financial and participant goals through team and individual fundraising, corporate solicitation, community partnerships, as well as increasing Walk-brand awareness and visibility in the community.

Duties and Responsibilities

- ◊ Establishes and manages Walks Cross Collaboration Working Group; monitors key benchmarks in growth and impact of the program.
- ◊ Responsible for building and implementing a strategy to develop a pipeline of new volunteers, community leaders, donors, team captains and training, coaching, and managing the pipeline resulting in the attainment of revenue goals.
- ◊ Develops and executes long-range and short-range strategies and plans to identify, cultivate, solicit, and steward new donors. Proactively seeks out and identifies new leads for family, corporate and school teams. Calls/meets with new prospects weekly. Develops and cultivates these leads to become part of the NEDA Walk.
- ◊ Executes plan for maximizing team participation to achieve revenue goals by retaining and activating existing teams, attracting new ones from all sectors of the community and by providing fundraising guidance and support.
- ◊ Mines data resulting in acquisition of key volunteers, participants, team captains, sponsors, and community leaders.
- ◊ Develops training and networking opportunities for walk coordinators, and top fundraisers.
- ◊ Responsible for volunteer committee development, team recruitment and retention strategies, budget, timeline, marketing/PR, logistics and best practice implementation.
- ◊ Strategically and consistently utilizes CRM data management tool to maximize efficient and effective moves management of donor pipeline.
- ◊ Manages Walk operations in both Walk management software, Luminate Online, and CRM database. Pull reports and serve as the first contact to troubleshoot with teams.
- ◊ Ensures personal accountability for meeting deadlines and responding to volunteers and other department requests.
- ◊ Supports other fundraising events, activities and programs as assigned.

Qualifications and Skills

- ◇ Understands NEDA's mission and always represents the organization's values.
- ◇ Bachelor's degree or equivalent combination of education and experience
- ◇ Five years' experience in hands on a peer-to-peer fundraising role, with demonstrated growth in a leadership capacity, at an academic institution and/or a nonprofit organization.
- ◇ Three to five years proven experience in recruiting and mobilizing volunteers to achieve goals
- ◇ Four years of work experience including 2+ years fundraising or relevant business/volunteer experience.
- ◇ Knowledge of Raiser's Edge (preferred) or Salesforce is a required with strong CRM database knowledge
- ◇ Confident, goal-oriented, positive self-starter able to work independently with limited supervision and collaboratively with internal and external partners.
- ◇ Strong verbal and written communication. Excellent interpersonal and relationship-building skills.
- ◇ Ability to interface with all levels of staff and volunteers.
- ◇ Proficient computer skills; including knowledge of Microsoft Office, databases, and fundraising software.
- ◇ Ability and willingness to travel up to 40% nationally with some evenings and weekends.
- ◇ Ability to work with diverse communities and demonstrate inclusion.

Hours & Working Conditions

This position will be working under the standard office hours of 9-5 pm. The position is remote with ability to travel to NEDA events (40%). Some events will require weekday, weeknight, and weekend travel.

Essential Job Functions & Physical Requirements

Perform experience-level tasks of a confidential nature. Communicates in a positive and effective manner with staff, and/or visitors. Other duties as assigned.

This position may require light lifting and moving of boxes, long hours sitting down, and long hours in front of a computer screen.

Direct Reports

Associate Development Manager
