

## **Associate Director, Peer-to-Peer Fundraising Programs**

The Lymphoma Research Foundation (LRF) is the nation's largest non-profit organization devoted to funding innovative research and serving the lymphoma community through a comprehensive series of education programs, outreach initiatives and patient services. LRF's mission is to eradicate lymphoma and serve those touched by this disease. To date, the Foundation has awarded approximately \$60 million in lymphoma-specific research

The Associate Director will be responsible for the strategy and execution of LRF's peer-to-peer fundraising portfolio, called Team LRF. Team LRF is a community of individuals dedicated to supporting the Foundation's mission. Each year, thousands of Team LRF members across the country turn their talents and interests into impactful support of LRF, doing whatever it takes to make a difference. The portfolio consists of LRF's Signature Events (Walk Series and Research Ride cycling event) and the "Fundraise Your Way" platform, where participants organize their own fundraising events or participate in existing events in their local communities on behalf of the Foundation.

The Associate Director will be responsible for the strategic execution and stewardship of these campaigns. Together, the 4-member team is responsible for combined revenue of nearly \$2 million. The Associate Director reports to the Sr. Director of Development.

### **Responsibilities:**

- Direct and implement the comprehensive strategic plan for fundraising campaigns which include: revenue and expense budgets; sponsorship plans; individual and team forecasting; logistics and event execution; volunteer activities and recruitment.
  - Achievement of revenue goals and portfolio growth to expand the reach and impact of LRF within the lymphoma community.
  - Identify target audiences and build appropriate recruitment and fundraising strategies to successfully recruit, acknowledge, and retain and upgrade event donors/participants.
  - Identify new growth opportunities and set the strategy for maintaining and growing the portfolio, specifically the 'Fundraise Your Way' campaign.
  - Evaluate the effectiveness of the on-going fundraising campaign(s), including fundraising efficiency (cost/expense), community engagement, event satisfaction, and overall success of the campaign.
  - Actively manage CRM database (Raiser's Edge) and online fundraising platform (Luminate Online/TeamRaiser).
  - Responsible for supervising and training campaign and support staff and vendors in the delivery of the walk and ride campaigns.
  - Lead moves management efforts with development colleagues to retain longstanding supporters that may move out of the peer-to-peer portfolio.
  - Ensure sponsorships are secured through a coordinated plan that includes proposal development, prospect identification, cultivation, retention and recognition.
  - In coordination with the Sr. Director of Development, steward and develop growth in returning corporate and individual sponsors.
  - Manage campaign material development.
  - Maintain a working knowledge of the LRF's mission and programs to promote the foundations fundraising, research, and patient initiatives. Identify opportunities to foster collaboration with colleagues in other departments.
  - Serve as member of the senior leadership team within the Development department.
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- Prioritize professional development of team members by providing growth opportunities and mentorship, and by setting clear goals and objectives which each member will be reviewed on through an ongoing process.
- Perform other related duties, as assigned.

**Qualifications:**

***Education and Experience Requirements:***

- Bachelor's Degree
- Minimum of 4 years non-profit fundraising experience, including peer-to-peer program development specifically
- Previous experience as a program or campaign Manager/Director

***Position Requirements:***

- Demonstrated knowledge and use of digital, social media and emerging online fundraising and marketing channels
- Strong background in volunteer recruitment, management and cultivation
- Excellent verbal and written communication skills
- Knowledge of nonprofit budgets and forecasts
- Capable of balancing multiple priorities effectively
- Enthusiastic, self-motivated and committed to excellence
- Capable of working well with a variety of personalities and leadership styles
- Highly organized and professional demeanor.
- Resourcefulness, promotions savvy and problem-solving acumen
- Knowledge of MS Office Suite
- Marketing and design experience a plus
- Physical demands are minimal and typical of similar jobs in comparable organizations that host active events (May be required to move campaign materials weighing up to 15 pounds for various events)
- Travel 35-40%; Required to work evenings and weekends as necessary
- Valid driver's license required

Interested candidates should e-mail their resume and cover letter to [apply@lymphoma.org](mailto:apply@lymphoma.org) and place "Associate Director" in the subject line. Please note that all applicants invited to participate in the interview process will also be required to complete an application and are subject to a background check.

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