



## **Director of Development**

### **About the ALS Network**

The ALS Network serves people with ALS, their families, friends, and caregivers and spearheads leading research initiatives to accelerate the search for treatments and a cure for ALS. The ALS Network's mission is to partner with the ALS community to drive the discovery of prevention strategies, treatments, and cures for ALS; provide access to quality care and connection; and promote initiatives to improve health outcomes. ALS is a fatal, neurodegenerative disease that attacks nerve cells in the brain and spinal cords; as the disease progresses, people with ALS lose the ability to move, speak, swallow, and breathe. The ALS Network serves approximately 2,000 people with ALS annually in California and Hawaii; all services are provided at no charge. The ALS Network's model of care promotes a continuum that emphasizes coordination among expert caregivers, social workers, and health care providers and researchers in scientific, clinical, community, and home-based settings. This proactive, collaborative, evidence-based, multidisciplinary model of care is proven to help people with ALS live longer and better while also advancing ALS research and ALS awareness initiatives that benefit the entire ALS community.

### **Position Summary**

The ALS Network seeks a dynamic and engaging Director of Development to strengthen, expand, and refine the organization's fundraising activities, focusing on annual and multi-year campaigns that generate significant revenue and compliment several fundraising activities related to community outreach programs and special events. The successful candidate will be a self-starter, and a generalist familiar with all aspects of fundraising including cultivation, solicitation, and stewardship of individual and institutional funders. ALS Network seeks an entrepreneurial, results-driven, technology savvy, development professional with strong writing and communication skills who is able to work well independently and as part of a team.

Reporting to the Executive Vice President of Mission Advancement, the ALS Network's Director of Development will bring a creative and proactive approach to generating significant revenue and embracing and promoting a mission-driven culture of philanthropy. They will partner with senior leadership, board members, and the organization's Community Outreach and Care Services teams to cultivate, solicit, and steward high-capacity donors to meet ambitious fundraising goals. The ideal candidate is personable, aligned with leadership, and thrives in a fast-paced environment.

The Director of Development must be able to think strategically and practically to develop and execute a diverse results-oriented development plan that includes traditional and innovative fundraising activities. Key components of the plan should include goals, strategies, and timetables to ensure success across all fundraising channels, with an emphasis on increasing annual and planned giving, foundation, corporate, government support, and major gifts that make up approximately one-third or more of the organization's revenue each year.

## **Position Duties and Responsibilities**

### *Strategy, Execution & Management*

- Develop and implement short- and long-term advancement plans to meet development goals and objectives focused on major, mid-to-major, and lapsed donors as well as planned giving prospects and planned giving donors.
- Identify donors for increased giving or major gift consideration to EVP of Mission Advancement; develop and implement action plans for these donors as needed.
- Work collaboratively and creatively with the EVP of Mission Advancement and Assistant Director of Development to appropriately plan and position development opportunities and integrated messages in print and online communications, publications, proposals, reports, direct marketing campaigns, and collateral materials for cultivating and stewarding donors.
- In partnership with the development team, build, strengthen, and expand all aspects of the organization's development operations capabilities; including (but not limited to) prospect research, pipeline and portfolio management, proposal development, grants management and reporting, direct marketing, donor outreach and stewardship, gift acknowledgment, data and fundraising systems, event support, and collaboration among staff in all departments.
- Prepare department operating budget and expense forecasts for fundraising activities, ensuring goals are met on time and within budget.
- Provide oversight and assistance to staff and consultants to maximize revenue generation related to direct marketing campaigns and the Industry Partner Consortium.
- Supervise members of the Development team performing annual fund and gifts processing functions.
- Help maintain the flow of communication and campaign information across the organization's leadership team and staff.
- Provide regular updates and reports to the EVP of Mission Advancement, including weekly progress and activity reports and updates.

### *Donor Cultivation, Stewardship & Solicitation*

- Develop cultivation, solicitation, and stewardship plans customized for current and prospective donors.
- Manage prospect research and cultivation for staff and volunteers with an emphasis on pursuing strategies to secure or increase giving from donors across all revenue channels (institutional and individual).
- Maintain regular, personal communication with assigned portfolio of donors. Meet agreed-upon goals for meaningful contacts, including but not limited to telephone calls, personal meetings, lab tours and visits to provide personalized program updates.
- Steward a portfolio of up to 75 prospects annually; work with EVP of Mission Advancement and development staff to create and implement appeals and communications strategy.
- Coordinate with the Senior Director of Planned Giving and EVP of Mission Advancement to support efforts to steward and cultivate planned giving donors and planned giving prospects.
- Develop strategies for existing donors to effectively move them through a cycle of giving.

- Effectively manage donor relationships, engaging with donors directly and/or in cooperation with senior staff.
- Make regular discovery and survey calls to qualify and confirm prospect research data; work with EVP of Mission Advancement to create and implement cultivation and solicitation plans to move prospects through appropriate cycles of giving.
- Support corporate sponsorship and grant applications processes as needed, including the full life cycle of funding (application, reporting, benefits fulfillment, relationship management, and grants management).
- Work with the Development team and others as needed to prepare customized letters and emails for donors.

#### *Other*

- Assist with special projects and perform other duties as assigned in support of the organization's mission and fundraising goals.
- Attend organization events, trainings, cultivation opportunities, and meetings as required.
- Collaborate closely with staff in Care Services, Community Outreach, Marketing and Communications, and Finance and Administration to support and grow the organization's effectiveness and efficiency in support of mission critical activities.
- As a leader within the organization, serve the organization with professionalism, while adhering to the organization's core values and guiding principles.
- Travel up to 20% of time, or as needed.

#### **Candidate Skills and Qualifications**

ALS Network seeks a development professional with proven track record of achieving and exceeding annual fundraising goals and a demonstrated history for:

- Effective operational leadership in a fundraising capacity, with the ability to set and meet deadlines and ambitious team goals related to annual fund, grant, major gift, and planned giving while also providing appropriate support to staff and volunteers engaged in fundraising activities.
- Developing high impact proposals, and leading or supporting related processes. Exceptional writing skills a must and writing samples will be required.  
Building and managing relationships with, and soliciting funding from, high net worth individuals, and building and managing relationships with senior staff members from corporate foundations, private foundations, and government funders.
- Working cross-functionally with volunteers, program, event, and communications staff, for effective fundraising.
- Expanding and diversifying donor bases.
- Bachelor's degree; post graduate degree a plus.
- A minimum of five years' experience in nonprofit fundraising and management in a similar nonprofit setting; 8-10 years preferred.
- Background and familiarity with healthcare issues and/or life sciences preferred.

- Mission driven, and exemplifies a collaborative, motivating, and engaging approach to fulfilling key responsibilities and communication with multiple constituencies.
- Experience and proficiency with a variety of computer programs in a Windows environment and databases/donor management systems. Raiser's Edge and Luminate experience preferred.
- Passion for and knowledge of technology, digital fundraising strategies, and data for social good.
- A highly organized, strategic thinker who is able to take direction and work well independently and with limited administrative assistance.
- An executive presence marked by discretion, good judgment, good humor, and a polished, personable demeanor.
- Detail-oriented, efficient, and able to multi-task and follow through, aptitude and appetite for working in fast-paced, high-growth organizations.
- Must effectively respond to evolving priorities and effectively respond to and proactively resolve problems/conflicts as they arise.
- Able to maintain a high level of integrity and confidentiality in working with sensitive, confidential records and information.
- Must be able to work in a hybrid work environment from an office located in Woodland Hills.

**Salary Range**

\$125,000 - \$140,000

**POLICY ON PLACEMENT AND RECRUITING**

The Batten Group and ALS Network are equal-opportunity employers committed to the principles of non-discrimination in the workplace. Candidates will not be discriminated against on the basis of age, race, creed, color, religion, sex, sexual orientation, national origin, disability, marital status, or any other basis that is prohibited by federal, state, or local law.

Apply online at:

<https://thebattengroup.com/job-seekers/#!/df9c8655-3822-489e-bfd5-64ddb884e2f0/detail>

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