



Vice President, Leadership Giving | Wellesley, MA

## POSITION OVERVIEW

Cure Alzheimer's Fund seeks a highly collaborative and strategic Vice President of Leadership Giving to play an important role in energizing and elevating the organization's existing development efforts that contribute significantly to their vital mission of funding research with the highest probability of preventing, slowing, or reversing Alzheimer's disease.

In this newly created position, the Vice President will drive leadership giving across a diverse donor pool in service to bringing in new donors and funding, cultivating existing relationships, propelling moves management, and increasing revenue streams. The work of the Vice President will ultimately help build capacity for the organization's long-term growth and amplify the profile of Cure Alzheimer's Fund as a destination of choice for philanthropy.

Reporting to the Executive Vice President of Development, Morgan Herman, the Vice President will build and carry a leadership gifts portfolio (currently donors contributing \$1,000-\$9,999, and prospects who may give at this level), including the identification, cultivation, and solicitation of donors. They will oversee all aspects of the organization's leadership giving program, which will include designing and implementing new stewardship strategies and programs and leveraging existing fundraising strategies to help the organization deepen current and develop new relationships that generate even greater resources for Alzheimer's research.

The Vice President of Leadership Gifts will partner closely with senior staff colleagues and the Board of Directors as a key member of the Development team, making full use of their knowledge and insights to inform the creation and execution of a comprehensive, year-round annual giving plan that includes programming to engage a loyal donor base. They will ensure effective administration of leadership annual gifts through acknowledgment letters, recognition of donors in the annual report, and the delivery of any necessary reports and communications, such as pledge reminders, to appropriate constituents. This will require creativity and innovation, and an exceptionally close working relationship with the Development and Marketing teams.

Ideally, the successful candidate will bring experience with leadership giving, annual fund, and/or major gifts fundraising, preferably in an organization engaged in complex research. They will also demonstrate success in a sophisticated fundraising operation; an aptitude for, and experience as, a successful relationship

builder; and the ability to become a trusted source of information about Alzheimer's disease. The Vice President is expected to exhibit strong professional judgment and to exemplify the mission, core values and vision of Cure Alzheimer's Fund.

## RESPONSIBILITIES

- Lead all frontline aspects of leadership giving including face-to-face and phone solicitation; in collaboration with colleagues in Marketing Communications contribute to the conversation for effective direct response and online fundraising programs.
- Maintain a personal portfolio of leadership gift (≥\$1,000-\$9,999) prospects, moving each from identification through gift closure with the objective of broadening the major gift pipeline.
- Work with prospect research to analyze the existing leadership giving portfolio; create and implement strategies for renewal, increased giving, stewardship and acquisition based on donor segmentation and research.
- Design and execute a comprehensive leadership annual giving strategy, including designing and implementing strategies that broaden the cultivation of leadership annual gift donors, with particular emphasis on upgrading existing donors to higher levels of giving.
- Execute regular donor communication via written and electronic correspondence, ensuring all outreach is relevant, timely, and professionally executed; develop mailing schedule and outreach in collaboration with Marketing/Communications and Development Operations.
- Assist in the management of gift officers who carry portfolios of leadership gift prospects as part of their responsibilities.
- Monitor the monthly progress of leadership gift results compared to financial goals.
- Harness technologies, including the Gravyty platform, to maximize donor and prospect outreach.
- Explore new funding and engagement opportunities including giving circles.
- Identify and propose best practices that could positively enhance the outcomes of the Development team.
- May be called upon to staff internal committee(s) or task force(s).

## QUALIFICATIONS

- A roll-up-your-sleeves approach to the work, including a high attention to detail, as well as capability and agility around data analysis to inform donor strategy.
- A self-starter who ensures all details are cared for and brings a natural storytelling ability when making the case for support.
- Ability to work simultaneously on multiple projects and activities, and flexibility to manage addition or reprioritization of projects and to request guidance as needed.
- Superior written, spoken and presentation skills; excellent active listening skills.
- Interest in disease-specific medical research, and ability to convey information about highly complex and technical subjects in a straightforward and understandable manner.
- Integrity, creativity, energy and positivity; a sense of humor and a collegial, team-centered approach that contributes to the overall department.
- Experience in an entrepreneurial environment is ideal.
- Knowledge of Microsoft Office Suite, including Mail Merge, and the ability to perform complex data analysis using Excel, including graphs and charts.
- Ability to travel as needed, including overnight trips and weekends.
- Bachelor's degree or relevant work experience is required.

## ABOUT CURE ALZHEIMER'S FUND

Headquartered in Wellesley, Massachusetts, the Cure Alzheimer's Fund team is comprised of mission-driven professionals who share a commitment to finding a cure, operate with the highest sense of integrity and collegiality, and continue to learn, adapt, and improve. This high-performing team has helped lead the organization to greater levels of success since its founding fifteen years ago. To date, Cure Alzheimer's Fund has distributed over \$115,000,000 to Alzheimer's research, with many projects resulting in breakthroughs that afford a deeper understanding of Alzheimer's disease to get closer to a cure.

There are currently 6 million people in the United States and 50 million worldwide who have been diagnosed with Alzheimer's disease. Current estimates are that this represents 25% of the actual number of those afflicted; the others have not yet been diagnosed. Underrepresented racial groups and women are most at risk. Of those who have the disease, two-thirds are women. Black adults are twice as likely to get the disease as white adults, and the rate of the disease within the Latinx population is expected to grow by 7x in the next 30 years.

Recognizing that therapies are only possible when based on successful foundational research, board directors **Henry McCance**, **Jeffrey and Jacqueline Morby**, and **Phyllis Rappaport** formed Cure Alzheimer's Fund in 2004 with an unwavering focus on providing research grants to the world's leading scientists researching Alzheimer's disease. The organization's vision has been carefully and ambitiously designed to accelerate research, make bold bets, and eradicate Alzheimer's disease.

The board of directors has also maintained a commitment to the organization itself by covering all operating expenses, ensuring that every dollar raised goes directly to support research initiatives.

Learn more by visiting [www.curealz.org](http://www.curealz.org).

## APPLICATION INFORMATION

Cure Alzheimer's Fund has retained **Pearl Street Collective** to assist in this recruitment. Adele Mezher and Maeve Clifford, Managing Partners at Pearl Street Collective, are leading the search. To submit your application for the Marketing position, please send your resume and cover letter to [hello@pearlstreetcollective.com](mailto:hello@pearlstreetcollective.com).

Cure Alzheimer's Fund is an equal opportunity employer welcoming applicants from diverse backgrounds. We encourage you to apply even if you do not meet 100% of the requirements. All applicants will receive consideration without regard to race, religion, sexual orientation, gender identity, gender expression, age, physical ability, or length of time spent unemployed.