



RECRUITMENT REDEFINED.

ALS Network
Director of Community Outreach, Northern California

Hybrid
2560 Ninth Street
Suite 211
Berkeley, CA

<https://alsnetwork.org/>

Company Description: We connect need with support. We connect questions with answers. We connect thought leaders with new ideas. We connect research to funding and advocates to challenge the status quo.

Why? Because we know the ALS community like no one else. We know what it takes to deliver meaningful services, create the most engaging partnerships, achieve better outcomes with greater efficiency, and build the deepest connections to help those in greatest need.

Mission: To partner with the ALS community as we 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.

Budget Size: \$14M

Position Description:

Under the direction and guidance of the VP of Community Outreach, the Director of Community Outreach, Northern California primarily oversees all regional peer-to-peer fundraising, outreach, and mission awareness efforts connected to the ALS Network's signature events, including endurance events and the Walk & Roll to Cure ALS programs. The event portfolio includes, but may not be limited to, the Napa Valley Ride, Jim Tracy 5K, East Bay Walk & Roll to Cure ALS, and Bay Area Peninsula Walk & Roll to Cure ALS; plus an array of do-it-yourself and family-sponsored fundraising and awareness events.

With an events fundraising portfolio totaling \$1.42M, the person in this position must be a strong relationship builder and have extensive peer-to-peer fundraising experience for events such as walks, 5Ks, rides or similar. The Director will ensure that the program remains on track to meet its annual, Board-approved fundraising goals while creating safe, meaningful, and fun experiences for participants and supporters.

The Director of Community Outreach, Northern California, also supervises the activities of 3 Bay Area-based Community Outreach staff members, who assist with these efforts. The Director collaborates closely with counterparts in other regions of the organization's service area, with volunteer leadership, and with colleagues in other departments to ensure the achievement of organization-wide fundraising and mission goals.

Eligible candidates must reside in the Bay Area such that they are within a reasonable driving and/or public transportation distance to an office in Berkeley, CA or be willing to relocate by no later than 5/1/25.

Responsibilities:

PLANNING + TRAINING + MANAGEMENT

Assist the VP of Community Outreach and other executive leadership staff and volunteers in developing fundraising plans for a regional portfolio of events, including setting budgets and goals. Train and supervise other members of the Community Outreach staff, and work with the VP of Community Outreach to ensure that fundraising goals are met.

RECRUITMENT + CULTIVATION + STEWARDSHIP

Cultivate and steward relationships with key constituents and prospects connected to assigned events. Recruit and retain Friends and Family Teams and Corporate Teams. Work closely with team captains and participants to develop their personal and team fundraising plans by mentoring, coaching, and encouraging their fundraising efforts. Lead the efforts and professional development of 3 events/outreach staff members in the above activities, while working with an assigned portfolio of key participants, donors, and prospects and tracking them through a defined moves management process.

CORPORATE PARTNERSHIP

Lead and grow the ALS Network's corporate partnership initiatives connected to peer-to-peer fundraising events. These efforts include prospecting, cultivation, developing custom proposals, securing commitments, stewardship and retention.

VOLUNTEER MANAGEMENT

Lead, direct, and manage well-established volunteer event committees, and train and coach staff to effectively lead. Recruit, empower, and mobilize volunteers to assist with events efforts in various capacities.

MARKETING AND COMMUNICATIONS

Collaborate closely with peers, direct reports, and marketing and communications staff on all communications plans, including but not limited to participant recruitment and engagement messaging through email, social media, websites, and media relations efforts.

BUDGET MANAGEMENT AND STRATEGIC PLANNING

Manage revenue and expense budgets and ensure targets are achieved. In addition, develop and implement strategic plans for the region's event portfolio that will enhance revenue growth for our mission. Analyze and report on event data on a regular basis and redefine strategies as necessary.

OTHER

- Supervise regional Assistant Director, Community Outreach Coordinator, and Community Outreach Assistant.

- Collaborate with and use the services of the Family Outreach Specialist as additional resources to plan and execute family engagement strategies.
- Collaborate closely with the organization's Director of Corporate Engagement on prospecting and securing new corporate support.
- Ensure smooth integration of ALS Network standards and guidelines.
- Adhere to established ALS Network standards for regular reporting and record-keeping related to constituent engagement.
- Attend ALS Network events, trainings, cultivation opportunities, and meetings as required.
- Attend regional connection groups as necessary (in person and virtually) to enhance relationships and ALS Network visibility in the field.
- Collaborate closely with others in the Care Services and Development departments to support and grow the ALS Network's effectiveness and efficiency in fundraising and mission activities.
- Support Community Outreach colleagues with the execution of events outside of the assigned region, as needed and as directed, by the departmental VP.
- As a leader within the Community Outreach Department, serve the ALS Network with professionalism, while adhering to the ALS Network's core values and guiding principles.
- Perform other duties as assigned in support of the ALS Network's mission and fundraising goals.

Experience & Qualifications:

- Bachelor's degree preferred.
- A minimum of five years' experience in non-profit agency fundraising and corporate sponsor cultivation, specifically in walk, cycling, run, DIY, and/or related peer-to-peer fundraising events.
- Ability to manage large numbers of volunteers at different levels of expertise.
 - Cultivating volunteer and donor relationships
 - Increasing team participation
 - Training volunteers
- Proven history of achieving revenue goals.
- Strong organizational skills.
- Able to work independently as well as part of a team in a fast-paced, deadline-oriented environment.
- Must effectively respond to constantly changing priorities and effectively respond to and proactively resolve problems/conflicts as they arise; the ability to "think on one's feet" is critically important.
- Must exercise good judgment in prioritizing the scheduling of events; must know when to seek input from supervisor.
- Able to communicate both orally and in writing in a timely and effective manner to multiple constituencies.
- Strong follow-up and follow-through required.
- Able to maintain a high level of integrity and confidentiality in working with sensitive, confidential records and information.
- Able to proceed professionally and with confidence despite adversity.

- Demonstrate proficiency with a variety of computer programs in both a Windows and Google environment.
- Ability to train on and use an established CRM (Raiser's Edge NXT).
- Ability to work in Canva, Illustrator, In-Design, Publisher and/or Photoshop a plus, in order to edit program-specific materials.
- Insured driver with access to an insured vehicle, as frequent travel throughout the Bay Area will be required, along with occasional travel elsewhere in the service area.
- Detail-oriented, efficient, and able to multi-task.

Note: All qualified applicants will receive consideration for employment without regard to race, color, religion, sexual orientation, gender identity, national origin, disability or protected veteran status. The ALS Network is committed to recruiting a broadly diverse pool of applicants for this position.

Compensation: \$95,000 base salary + 100% employer-paid benefits for employee including medical, dental, and retirement with company match

Why consider the opportunity?

- At the ALS Network, we strive to improve lives and cure ALS together. Our critical work has a lasting impact locally, nationally, and globally. Every passionate, dedicated staff member contributes to each groundbreaking achievement we make.
- We are a highly mission-driven organization that works with a population that has been directly or indirectly impacted by a 100% fatal disease. Tragic as it can be at times, we are also an organization that is about helping people LIVE with the disease, not to die from it, and therein lies the gratifying work.
- In the events space, we meet and interact with extraordinary and inspirational people daily.

For more information, please contact:

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