



# Philanthropic Advisor, Leadership Gifts

Position Description  
April 2024





## Philanthropic Advisor, Leadership Gifts

### Cure Alzheimer's Fund | Remote or Wellesley, MA

#### PURPOSE STATEMENT

Cure Alzheimer's Fund seeks an entrepreneurial, collaborative, and experienced Philanthropic Advisor, Leadership Gifts (PA) to advance a portfolio of leadership giving prospects and donors while also implementing and coordinating a comprehensive leadership giving program. The PA will play a critical role in helping to elevate 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.

The work of the PA 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. This is a special opportunity for a fundraising professional with vision to drive leadership giving across a diverse donor pool, build a strong pipeline to major gifts, expand the donor base, cultivate existing relationships, propel meaningful engagement, and increase contributions to this vital mission.

#### POSITION OVERVIEW

Reporting to the Executive Vice President of Development, Morgan Herman, the PA will be integral to the growth of the fundraising program and the Development team. The PA will carry a leadership gifts portfolio (donors currently contributing \$1,000-\$10,000 and prospects who may give at this level). This includes the identification, cultivation, solicitation, and stewardship of donors with a focus on those who show considerable promise for rising to higher giving capacity over time and may occasionally include meeting with donors in-person.

The PA will also manage engagement for a leadership gifts program more broadly. Partnering closely with colleagues within the Development team and across the organization and managing a part-time donor relations professional in their leadership giving activities, the PA will make full use of their knowledge and insight to implement a comprehensive leadership giving program. The PA will be expected to implement the strategic elements of the program and examine how to leverage existing and devise new cultivation and stewardship activities that help the organization deepen current and develop new relationships that generate even greater resources for Alzheimer's disease research. They will ensure comprehensive engagement of leadership donors across the Development team by utilizing donors lists and reporting tools, and develop trusted relationships internally with colleagues.

A high degree of self-direction and initiative is required to be successful in this front-facing position that will build and steward relationships with donors and prospects. The role includes moving existing prospects along the pipeline toward solicitation, surfacing new prospects, reporting, and strategically carrying out the leadership gifts program.

Ideally, the successful candidate is a natural relationship builder with five+ years of development experience who takes a solutions-focused approach to their work. They will embody what it means to be donor-centric, motivated by the desire to help people create meaningful impact through philanthropy; a natural leader with the presence, interpersonal skills, and energy to build relationships at all levels in service to Cure Alzheimer's Fund; and demonstrate attention to detail, diplomacy, and

creativity. The PA will be a true team player who has collaborative instincts, an inclination to integrate efforts, and the tolerance for ambiguity in a fast-paced research environment.

They will have the ability to become a trusted source of information about Alzheimer's disease research. The PA is expected to exhibit strong professional judgment and to exemplify the mission, core values and vision of Cure Alzheimer's Fund.

## RESPONSIBILITIES

### FUNDRAISING

- Serve as the primary resource and resident expert for all aspects of Leadership Giving.
- Build and manage a personal portfolio of approximately 200-300 Leadership Gift donors, moving from qualification through gift closure, with the objective of both growing the Leadership Gift segment, and providing a pipeline to Major Gifts and Trustee candidates.
- Utilize face-to-face, Zoom and phone, personalized emails, and mail correspondence.
- Collaborate with, and support, frontline colleagues who manage relationships with Leadership Gift donors.
- Harness technologies to maximize donor and prospect outreach.
- Utilize data management system (Raiser's Edge) to log activity, create call reports, and maintain coding and data integrity of Leadership Gift donors and prospects.
- Meet and exceed established metrics and benchmarks.
- Stay informed about developments in Alzheimer's research broadly, and specifically about projects funded by Cure Alzheimer's Fund.

### PROGRAM STRATEGY & MANAGEMENT

- In collaboration with the Executive Vice President, work with Prospect Research and Development Operations to analyze the existing Leadership Gift segment.
- Create and implement strategies for renewal, increased giving, stewardship, and acquisition based on donor segmentation and new donor engagement activities.
- Conceptualize, design, and test personalized Leadership Gift strategies, including initiatives that enhance cultivation of Leadership Gift donors, with particular emphasis on inspiring increased gifts from existing donors.
- Analyze the effectiveness of various fundraising methods and messages and update samples quarterly. Ensure all outreach is relevant, timely, well-written, and professionally executed.
- Utilize data-driven insights and metrics to evaluate the success of the leadership giving program, identify areas for improvement, and make informed decisions to optimize performance and increase donor participation; drive short- and long-term strategic planning for the program.
- Demonstrate a proactive mindset by continuously researching and staying informed about trends, best practices, and emerging opportunities in the leadership annual giving field, applying this knowledge to enhance the program's effectiveness.

## QUALIFICATIONS

- Five+ years of experience in fundraising (reunion, family, annual, leadership, major giving) with a track record of solicitation. Backgrounds in related programmatic areas such as donor engagement or advancement marketing will also be considered.
- A comfort with making cold outreach, particularly phone calls, to donors for stewardship, cultivation, and solicitation of Leadership Gifts.
- An eagerness to be engaged in extensive discovery and qualification conversations with a mindset that there are no dead ends, only other roads to pursue.
- Ability to inspire, generate excitement, shared purpose, and action; superior interpersonal and communication skills (both written and verbal), while also being an active listener.

- A self-starter who ensures all details are cared for and brings a natural storytelling ability when making the case for support.
- Strategic, hardworking, and able to work with a high degree of flexibility in an entrepreneurial, fast-paced, goal-oriented environment.
- Interest in understanding of the principles and practices of philanthropy, particularly in the nonprofit sector and grantmaking foundations.
- Interest in Alzheimer’s 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 Development department.
- 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 occasional overnight trips (5%-10% expected travel).
- Bachelor’s degree or relevant work experience is required.

## ABOUT CURE ALZHEIMER’S FUND

Headquartered in Wellesley, MA, the Cure Alzheimer’s Fund team is comprised of mission-driven professionals who share a commitment to finding a cure. The Board of Directors, Trustees, and select donors support all operating expenses, allowing every general dollar raised to go directly to support research initiatives. With 30 full and part-time staff and more than 827 grants funded around the world, Cure Alzheimer’s Fund has distributed nearly \$200,000,000 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 persons are twice as likely to get the disease as white persons, and the rate of the disease within the Hispanic and Latino populations is expected to grow 7x in the next 30 years.

Recognizing that therapies are only possible when based on successful foundational research, founding 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.

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

## DEVELOPMENT TEAM LEADERSHIP

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## APPLICATION INFORMATION

To express interest in the position, please submit your resume to [caf-palg@pearlstreetcollective.com](mailto:caf-palg@pearlstreetcollective.com).

[Pearl Street Collective](#), the search firm with purpose, has been exclusively retained for this engagement. Adele Mezher, Maeve Clifford, Esmina Perdiew, and Jiberly Sandoval are leading the search. Pearl Street is an award-winning, national executive search and talent strategy firm serving the nonprofit, education, and healthcare sectors. Our firm is women-owned and led by a diverse group of talented professionals who are deeply committed to Equity and are disrupting traditional search dynamics by practicing radical empathy; listening and learning from others' unique perspectives, lived experiences, and identities; and committing to transparency for all stakeholders. This purposeful approach informs every facet of our meticulous process as we strive to identify talent, build real relationships, and deliver an unparalleled, values-driven service that honors the whole person. For three consecutive years, Women of Color in Fundraising & Philanthropy (WOC) has named Pearl Street one of the Top Search Firms for Women of Color and Hunt Scanlon has included the firm in their 2024 shortlists of top recruiters for nonprofits and higher education. [Follow Pearl Street](#).

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.