



## Development Manager

**Location:** San Diego, CA

**Reports To:** Director, Padres Pedal the Cause

**Direct Reports:** n/a

**Status:** Exempt

### WHO WE ARE:

In 2021, Padres Pedal the Cause and the Immunotherapy Foundation became Curebound. Over the past three years, Curebound has experienced tremendous organizational growth, expanded the annual budget of \$4.5M at its peak (as Padres Pedal) to a budget of \$16.5M annually in 2024. As Curebound embarks on our next 5-year strategic plan in 2024, revenue generation is a critical focus area to fund game-changing research and achieve our mission. Curebound raises funds in three key areas; peer-to—peer fundraising through Padres Pedal the Cause, campaign revenue through Concert for Cures and through direct philanthropy via individual, corporate and foundation giving.

### POSITION SUMMARY:

Curebound is expanding the community fundraising effort to grow fundraising through two key signature fundraising events: Padres Pedal the Cause and the Concert for Cures. This new role will focus on recruitment and fundraising to drive revenue growth across both campaigns.

Padres Pedal the Cause will celebrate its 11<sup>th</sup> year, while the Concert for Cures will host year three in 2024. Reporting directly to the Director, the Development Manager will focus on recruiting and building teams of fundraising participants and top fundraising individuals to achieve Padres Pedal's annual revenue goals, selling tables and tickets for the Concert for Cures, and securing donations for the Concert for Cures and Curebound. This position is primarily externally focused and is a fantastic opportunity for a goal driven fundraising professional to make a significant impact on cancer research.

### FOCUS AREAS FOR 2024

Drive Padres Pedal 2024 goals of 4,100 participants and \$4.257 raise and set up success for 2025:

- Own a portfolio of existing teams raising \$1M+ and executing meetings with team captains and top fundraisers
- Recruit and acquire new teams to join Padres Pedal 2024 through networking, warm leads, and personal contacts. Minimum of 20 new teams in year one
- Engage deeply in the Padres Pedal community and learn the campaign to understand how to best match community members within campaign
- Lead new participant welcome process and establish relationships to drive retention, deepen relationships and fundraising growth

Drive Concert for Cures goal of raising \$5.4M by taking ownership of a portfolio and selling concert tickets and securing additional donations to drive concert goals.

- Partner with CDO to manage existing concert committee members and attendees and execute meetings with top table purchasers securing \$1M+ toward concert revenue goal



- Sell new tables to Concert for Cures committee members and Curebound prospects and donors
- Partner with Director Community Engagement to sell additional ticket blocks to individuals and corporate partners resulting in the sale of 100 additional tickets
- Manage inbound sales inquiries

## **PRIMARY ROLES & RESPONSIBILITIES:**

- Drive recruitment and fundraising for Padres Pedal the Cause through portfolio management (50%)
  - Recruit, engage and coach team captains and top fundraisers to drive recruitment and fundraising potential by setting goals, supporting their efforts, and providing tools and resources
  - Coordinate and participate in unique recruitment events to support fundraising, registration, education, team growth, and retention
  - Identify and secure new teams of participants by generating and cultivating a pipeline of prospective companies
  - Work with Senior Manager to plan and execute team captain events to thank, encourage, and educate team captains and increase retention numbers
  - Work with DPPC, Senior Manager, and Philanthropy team to create a plan to support and reward top fundraising participants for their efforts
- Drive revenue generation for Curebound Concert for Cures through portfolio management (30%)
  - Personally sell \$1m in tickets and tables to new and existing supporters through acquisition, retention and sales strategies
  - Partner with CDO maintaining a portfolio of existing Concert Committee members and previous attendees to increase sales
  - Support all Curebound staff in stewarding donors and participants to drive ticket sales at the annual Curebound Concert for Cures
- Special Projects: Other duties as assigned by Curebound Leadership (20%)
  - Third-party events, including some night and weekend commitments are expected throughout the year
  - Play a supporting role in future new campaign build out and revenue generation for all other ancillary Curebound events year-round

## **REQUISITE SKILLS & EXPERIENCE**

- Minimum 5-7+ years of experience working within the nonprofit fundraising/philanthropy sector, or sales organization required
- Direct peer-to-peer fundraising and event fundraising or direct sales experience required
- Experience and proven track record to grow revenue through relationship development and community engagement efforts
- Experience in setting and achieving goals based on data and analytics
- Proven effectiveness in working with volunteers and fundraisers in a peer-to-peer environment
- Prior experience managing a relationship portfolio with key deliverables and metrics



- Excellent verbal and written communication skills, including organizational, attention to detail, and interpersonal skills; ability to establish and maintain effective working relationships internally, and with the public
- Excellent project management skills and attention to detail
- Ability to hold self and others accountable

## **KEY TRAITS AND QUALITIES**

- Thoughtful and organized
- Goal-driven. Someone who sets goals and pursues all avenues to achieve them
- Passionate about cancer research and Curebound's mission
- Can do attitude, willing to jump in as needed
- Natural relationship builder: loves being with people in the community
- Good at building rapport with various stakeholders, including volunteers, fundraisers, donors, athletic partners and philanthropists
- Highly professional and poised for both internal and external audiences
- Ability to give and receive thoughtful feedback
- Learning attitude – open to coaching, mentoring and feedback to drive results