



FUNDRAISING SPECIALIST, SIGNATURE EVENTS

Permanent Full-Time

Role Description

Reporting to the Manager, Fundraising Events, the **Fundraising Specialist, Signature Events** will play a key role in supporting ALS Canada's fundraising events, including the Walk to End ALS, Plane Pull to End ALS, Revolution Ride and the third-party events portfolio. The Specialist will organize the recruitment, retention, revenue generation and stewardship of volunteers, Team Captains, and supporters, while supporting the leadership team's efforts to engage, retain, and steward event sponsors.

The Fundraising Specialist will be primarily focused on the Walk to End ALS, while also supporting other signature events as needed. They will collaborate with Community Leads and Walk committees on program execution, sponsorship, volunteer engagement and fundraising tactics. Remaining flexible and client-focused, the ideal candidate will go above and beyond to create an exemplary event experience for all sponsors, participants, and donors within the signature events portfolio while maximizing revenue earned through the events.

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2020

What You Will Do:

Recruitment/Revenue

- Build relationships, motivate and engage constituents through personalized touchpoints, including presentations, kick-offs, and progress meetings
- Coordinate event activities and logistics to recruit, motivate, and engage participants in efforts to meet or exceed overall event revenue targets for all Walks province-wide
- Support and steward the Community Leads and Walk Committees to create a meaningful event-day experience
- Provide recommendations for the donor stewardship strategy and participant/team journey
- Conduct campaign post-mortems, tracking and reporting against KPIs and incorporating learnings into future planning
- Develop plans and support new acquisition of supporters, participants, teams, and donors

Customer Service, Stewardship & Training

- Attend and coordinate committee meetings to help deepen volunteer relationships with the organization and assist efforts for fundraising maximization
- Host and lead virtual Walk Committee meetings for Community Leads & Walk volunteers across Ontario, providing event support, organizational updates, and fundraising strategies to help reach their Walk fundraising goals
- Write and develop engaging and inspiring content for the Team Captain email series; Coordinate the development and deployment of the Walk campaign emails– supporting recruitment, retention, and fundraising efforts
- As part of event stewardship, build and maintain relationships with all top fundraisers and team captains on a personal level
- Develop surveys and analyze survey responses to measure participant satisfaction
- Provide support where needed to Community Leads and Walk Committees
- Collect and create resources to support Community Leads and their committees; this includes but is not limited to sponsor letters, sponsor outreach emails, in-kind outreach emails etc.
- In collaboration with staff, lead and execute stewardship and recognition for event volunteers, participants and provincial sponsors
- Work in collaboration with Community Leads and committee members to track and collect outstanding sponsorship money, fulfill sponsorship recognition and steward sponsors
- Lead calling campaigns as required
- Work with the Manager to determine Walk to End ALS training material, training agendas and content; Specialist will be required to develop some content and present on certain topics
- Work with staff to develop the Volunteer Walk Committee Appreciation event plan
- Responsible for leading and executing all logistics surrounding Walk training and Walk appreciation event

Fundraising & Sponsorship

- In collaboration with Manager, Fundraising Events, solicit and secure sponsorships for all signature events
- Support the creation of fundraising best practices, participant journeys, and campaign communications
- Coordinate stewardship and meaningful recognition for event sponsors
- Create and manages contracts for event sponsors \$5k+, ensuring all contract deliverables are fulfilled
- Support and coach Community Leads to secure local sponsorships in their regions
- Ensure all sponsorships meet internal ALS Canada policies, brand guidelines, and CRA requirements

Logistics

- Support planning, logistics and event management for all signature events
- Support internal teams to produce and distribute branded items across fundraising events to drive awareness and engagement

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- Incorporate the ALS Canada vision, mission and values in the planning and execution of signature events including the 30 Walks across the province of Ontario
- Work to ensure sponsorship recognition is fulfilled, making sure ALS Canada brand and recognition standards are adhered to
- Source in-kind sponsorship opportunities to cut costs for events
- Support the coordination of all required permits and documentation for all Walks
- Oversee safe and secure money handling process and procedures for all Ontario Walk to End ALS events

Leadership

- Contribute to the growth of Fund Development team through sharing of fundraising best practices and event excellence
- Support the Events team, Community Leads and Walk to End ALS volunteers in executing high quality events
- Co-chair the Downtown Toronto Walk committee and support the planning, organization and execution of the Toronto-Downtown Walk to End ALS as a flagship signature event

What we are looking for:

- University degree or college diploma and minimum 3-5 years in special events planning and project management in a not-for-profit setting
- Experience working on peer-to-peer fundraising events, managing volunteer committees and achieving revenue targets
- Proven experience securing corporate sponsorships (\$20k+)
- Strong computer skills with experience in Microsoft Office and an aptitude for database systems
- Experience in not for profit, health charity or working with individuals with a terminal illness an asset
- Strong presentation and public speaking skills
- Strong interpersonal and relationship management skills
- Ability to work in a fast-paced and results-oriented environment
- High degree of judgement, political sensitivity and creative problem-solving skills, including negotiation and conflict resolution skills
- Ability to multi-task and manage several project aspects with competing deadlines
- Excellent organizational, planning and administrative skills
- Ability to show initiative, tact, diplomacy, attention to detail and creativity
- Experience with the Microsoft Office suite of products
- Experience with or Working knowledge of the P2P and CRM platforms
- Driver's License required; Access to a vehicle an asset
- Bilingualism an asset

Special Considerations and Working Environment:

- ALS Canada requires all staff members to be fully vaccinated, unless they are unable for protected reasons under the Human Rights code. Staff will be asked to sign our Vaccine Policy and submit a copy of their vaccination certificate

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- Due to COVID-19 Guidelines, this is a hybrid role with in-office requirements on an ad-hoc needs basis. We are closely monitoring the evolving situation and the working environment may change in the future.
- Extended hours and weekend work required from time to time
- Some travel may be required to attend volunteer and stakeholder meetings
- Lifting, packing, carrying, and loading will be required in this role
- Will be required to work some weekends for various Walk to End ALS events, as well as all signature events, supporting the Events and Fund Development team as required

Apply Today!

Submit a cover letter and resume in pdf format jobs@als.ca. Please be sure to indicate the job title in the email subject. Applications will be reviewed on an ongoing basis until the position is filled.

ALS Canada would like to thank all applicants for their interest; however only those selected for an interview will be contacted.

Why join ALS Canada?

A charitable organization that lives its values of accountability, collaboration, compassion, integrity, resiliency and respect, ALS Canada works with the ALS community to improve the lives of people affected by amyotrophic lateral sclerosis through support, advocacy and investment in research for a future without ALS. Fully funded by donors, we were fortunate to benefit from the generosity of Canadians during the Ice Bucket Challenge of 2014, and are now focused on implementing our 2018 to 2023 strategic plan in support of the following long-term impacts: people affected by ALS receive the best possible standard of care; more treatments are available to improve quality of life and extend lifespan; and people are empowered to make informed decisions about ALS.

Our world is challenging. The people we serve are dealing with a devastating illness. But in the midst of it, their resiliency and spirit is remarkable and moving. You will be touched by the community and will find a way to naturally and effectively engage.

ALS Canada is committed to accommodating the individual needs of job candidates, in accordance with the Accessibility for Ontarians with Disabilities Act (AODA), ALS Canada is committed to accommodating applicants with disabilities within our recruitment processes. Please contact the HR department at jobs@als.ca if you require an accommodation during the recruitment process.

ALS Canada is committed to being an equitable employer, we strongly encourage people from equity seeking groups to apply.