

Alzheimer's & Dementia Alliance of Wisconsin

Special Events Coordinator

To apply, please send a cover letter and resume to the Alzheimer's & Dementia Alliance, 517 N. Segoe Road #301, Madison, Wisconsin 53705 or email Melissa.theisen@alzisc.org no later than January 15, 2018.

Basic Functions

The Special Events Coordinator works closely with the Development Director and Executive Director for the overall planning and implementation of all fundraising events and fund development programs of the Alzheimer's & Dementia Alliance of Wisconsin. Year round planning includes 7 well developed annual Alzheimer's Walks, golf event and spring event. This position works closely with ADAW staff and volunteer committees and takes a leadership role in securing corporate sponsorships; develops relationships in order to secure gifts, oversees event operations; performs administrative functions related to fundraising.

The position will be located in the Madison, Wisconsin office with some travel to the area outreach offices and area Alzheimer's Walks.

Primary Responsibilities

1. **Event Planning:** Works with the Development Director to develop and implement a fundraising plan for the Alliance. Plan addresses all events, cause-related marketing events/programs, sponsorships, donor cultivation, direct mail/on-line fundraising, and third party events. Plans will detail timeline, equipment/supply acquisition, and volunteer utilization, recruitment and training.
2. **Event Promotion:** Oversee and work with staff and volunteers to promote all fundraising events & programs. Work with Development Director and Communications Coordinator to create materials and website information pages. Secure mailing lists and volunteers for materials distribution. Oversee presentations and scripting for fundraising events, and advise media spokespeople.
3. **Corporate Sponsorship:** Works with the Development Director & Executive Director to assess corporate sponsorship across all fundraising events and develop a plan for increasing and collaborating year-round corporate sponsorships. Work with Development Director & Executive Director in identifying new sponsors and partnership opportunities. Help to ensure that all sponsorship agreements are signed, and that proper follow-up is conducted with each sponsor in regard to impressions garnered, overall results, acknowledgements, and overall relationship continuity.
4. **Major Gifts:** Works with Development Director to implement a program of cultivation and solicitation for major gifts prospects based on donor interest and needs of organization. Maintain a timetable, checklist and reporting system in Results Plus to track the current "move" for each prospect, what the last action was and what the next step will be. Build and maintain

relationships, as appropriate, with strategic leaders, Board of Directors, and committees for the procurement of major gifts.

5. Promotion: Promote the work of the Alliance through community outreach and networking in order to increase awareness of programs and services and the impact gifts make in the lives of the people the Alliance serves.
6. Performs other duties as assigned.

Position Qualifications

1. Bachelor's degree (major in communications, fundraising, or management preferred).
2. An understanding of nonprofit sector, as well as the specifics of the Alliance service area.
3. Excellent interpersonal relationships with key constituents, including business, communities, and staff colleagues. An ability to motivate and work closely with Board members and volunteers.
4. At least 3 years of experience in fundraising preferred, including marketing, donor and sponsor development, and event planning and logistics.
5. Excellent oral and written communications skills with the ability to present with poise, confidence and professionalism to diverse audiences.
6. High degree of integrity.
7. Intermediate level skills in Microsoft Office Suite (Word, Excel, PowerPoint) and ability to prepare high quality reports and presentations.
8. Experience with donor databases, including Results Plus and Convio/Blackbaud/Luminate.
9. Experience with Adobe Creative Suite and social media platforms .
10. Ability to work independently with little daily supervision, and the ability to prioritize, coordinate and advance several projects simultaneously.
11. Full time position requiring an average of 40 hours of work per week.

Other Qualifications

1. Must have a car and valid driver's license for travel to events and meetings.
2. Ability to work a flexible schedule, including some evening and early morning work, and weekends during Walk Season (September/October).

Ideal Candidate with have knowledge of Alzheimer's disease and its impact on persons with dementia and their families along with a strong commitment to raising the dollars needed locally in Wisconsin to advance quality of life. We are looking for an experienced, committed professional to work with us over the long term.

About the Alzheimer & Dementia Alliance of Wisconsin

The mission of the Alzheimer's & Dementia Alliance of Wisconsin is to support individuals, families, and professionals impacted by Alzheimer's disease and other dementias through information, education, consultation, and advocacy; and to promote the advancement of scientific research to better diagnose, treat and ultimately eliminate Alzheimer's disease. Since 1985, our expert staff has been offering

compassionate guidance to those affected through every stage of the disease. Our services help people create the best quality of life for those facing a dementia diagnosis. Visit www.alzisc.org for more information.