



Chief Advancement Officer Position Guide

About American Brain Tumor Association

<http://www.abta.org/>

Our Mission

The mission of the American Brain Tumor Association is to advance the understanding and treatment of brain tumors with the goals of improving, extending and, ultimately, saving the lives of those impacted by a brain tumor diagnosis.

We do this through interactions and engagements with brain tumor patients and their families, collaborations with allied groups and organizations, and the funding of brain tumor research

Our Vision

A future where not one life is lost to a brain tumor.

Founded in 1973 by two mothers, the American Brain Tumor Association was the first and is the only national patient advocacy organization committed to funding brain tumor research and providing support and education programs for people of all ages and tumor types. For over 40 years, the ABTA has provided comprehensive resources that support the complex needs of brain tumor patients, both adult and children, as well as the critical funding of research in the pursuit of breakthroughs in brain tumor diagnosis, treatment, and care. Every day, 500 people are diagnosed with a brain tumor. They join more than 700,000 individuals who are currently living with the fear, frustration, and uncertainty a brain tumor diagnosis brings. There are more than 120 different types of brain tumors. Metastatic brain tumors are the most common brain tumor in adults, with as many as 30 percent of cancer patients developing a brain metastasis, particularly lung (the most common), breast, colon, kidney, melanoma, thyroid, and uterine cancer.



Chief Advancement Officer

The American Brain Tumor Association is a trusted resource for brain tumor patients, caregivers, and health care professionals around the country. Program managers respond to requests from patients and families seeking assistance in understanding a diagnosis or treatment, or in navigating the complexities of the health care system. From a wide range of resources including print and online publications, an online support community, webinars, clinical trial matching services, institutional outreach, and educational programs, the



ABTA's goal is to educate and empower patients and families to make informed decisions. Their National Patient and Family Conference is the nation's largest annual gathering of brain tumor patients, caregivers, healthcare professionals, and researchers, attracting more than 250 attendees. Their award-winning website is recognized internationally as a comprehensive and trustworthy source of brain tumor information.

Improving patient outcomes is at the core of the American Brain Tumor Association's research funding program. An independent, multi-level, external review process ensures that their grants

are awarded to the brightest and most forward thinking researchers. Through the funding of early career scientists, the ABTA is seeding the field with talented young investigators who have the potential to positively affect the lives of patients with brain tumors. The ABTA supports innovative discovery science that is focused on developing new drugs, new imaging techniques or advanced methods of diagnosis. Since its founding, the ABTA has awarded nearly \$30 million in grants to over 700 scientists from around the country and abroad. Most importantly, the ABTA supports research that will improve the quality of life for brain tumor survivors and their caregivers.

With headquarters in Chicago, the ABTA currently has annual revenues of \$6.4 million, up from \$4.4 million in 2013. ABTA is currently governed by a committed, nine-member Board of Directors. The Board is advised by a prestigious Scientific Advisory Council and Scientific Review Panel who represent the biomedical research leadership in the brain tumor community. The President and Chief Executive Officer leads and manages a passionate and dedicated full-time staff of 29 with direct reports that include the Chief Advancement Officer, Chief Communications Officer, Chief Operating Officer, Chief Science Officer, and Director of Programs and Outreach. Their activities and programs are funded principally through a diverse mix of revenue that includes individuals, corporations, foundations, events, estates/trust, and non-gift revenue. The ABTA is proud of its culture of transparency and accountability, and has achieved the BBB Wise Giving Seal of Approval and is recognized by GuideStar Exchange as a Gold Level participant.

The American Brain Tumor Association Board of Directors has created a three-year strategic plan that reflects its commitment to the brain tumor community. This plan represents the combined insights and shared commitment of the ABTA's Board, staff, donors, funders, and other stakeholders. Current goals are: increase career development and support for researchers; increase voice of those impacted in public policy decisions; increase patient and caregiver access to information; increase clinician awareness and use of ABTA resources; and to increase ABTA's capacity for impact.

In order to achieve these goals, the ABTA seeks a seasoned and energetic Chief Advancement Officer who can build strong philanthropic revenues to help fund biomedical research and the educational and supportive programs adult and pediatric brain tumor patients need.

The Position

Reporting to the President and CEO, the Chief Advancement Officer serves as the ABTA's principal fundraising strategist and leads the dynamic growth of a national philanthropic revenue program. The Chief Advancement Officer, a seasoned and data-driven leader, leads and manages a ten-member Advancement team and directly oversees an Advancement Director, Corporate and Foundation Relations; an Advancement Director, Corporate and Community Engagement; an Advancement Director, Events; and a Manager, Individual Giving. The Chief Advancement Officer is an extremely organized individual who can be flexible in responding to the needs of a fast moving, dynamic, and growing organization. This engaged, team-centered leader is expected to develop and implement a strong, diversified fundraising program. In order to be successful, the Chief Advancement Officer, a positive, open, and collaborative leader, will need to focus on building a solid base of annual, major, and planned giving programs while continuing to grow the ABTA's corporate partnerships and their national BT5K Run & Walk events and Team Breakthrough events.



Responsibilities

The Chief Advancement Officer will have the following primary responsibilities:

- Lead, manage and motivate the Advancement team to meet and exceed all goals.
- Build a robust fundraising platform of individual, corporate, foundation, and event giving with clearly defined revenue goals.
- Play a primary leadership role in the cultivation of major gift donors by establishing and soliciting a portfolio of prospective donors.
- Continue to develop the ABTA's national fundraising events that increase attendance, awareness, and funding.
- Manage the President and CEO's time and portfolio assignments as directed with top donors and prospects assuring timely and productive engagements.
- Serve as staff liaison to the Board Development Committee.
- Develop and maintain positive, collaborative working relationships with the executive team, staff, board, volunteers, donors, and other stakeholders.
- Manage the Advancement budget for best return on investment.
- Advocate and advance best practices in fundraising on behalf of the Advancement team.
- Travel as needed and attend evening and weekend events.

Major Objectives

Within the first 12 to 18 months, the Chief Advancement Officer will achieve the following major objectives:

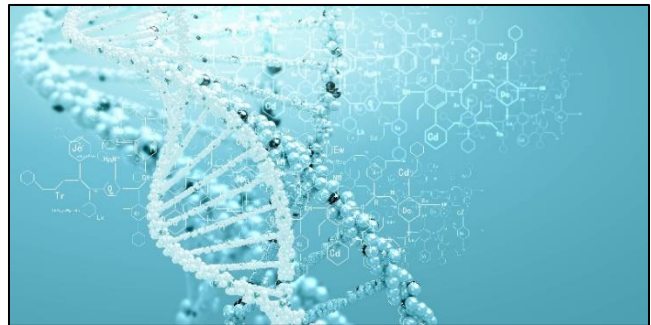
Chief Advancement Officer

- Establish trust and confidence quickly with the President and CEO, executive team, staff and Board through capable leadership.
- Build a strategic Advancement program that achieves long-term, sustainable growth.
- Identify and cultivate an increasing base of major gift prospects and donors.
- Continue to build a strong grassroots network that keeps the ABTA's volunteers and constituents meaningfully engaged with the organization.

Qualifications

The ideal candidate will possess most of the following qualifications:

- A deep, passionate commitment to the ABTA's mission and vision.
- A minimum of four to seven years of senior-level leadership experience in managing successful fundraising teams, including individual, corporate, and foundation giving, direct mail, social media, and events. Experience with health-related fundraising and/or national fundraising would be an advantage.
- Ability to recruit, manage, motivate, and inspire an Advancement team that strives to achieve goals.
- Proven drive and achievement in the successful solicitation of six- and seven-figure gifts.
- Proven success in working with engaged boards and volunteers.
- Ability to work well in a high-energy, changing environment and manage a wide variety of tasks and deadlines within multiple projects.
- A team player that values honesty, integrity, and transparency.
- Ability to lead in a focused manner with superb attention to detail and confidence.
- A data-driven, strategic thinker who can collaborate effectively with executive teams, staff, and boards.
- Excellent communication skills with an inspiring and persuasive ability, including strong written, verbal, and presentation skills.
- Broad financial management skills with experience in fundraising and budget analysis, forecasting, and planning.
- Strong knowledge and understanding of nonprofit, fundraising, and constituent relationship management systems such as The Raiser's Edge and/or Luminate Online.
- Ability to travel and work some evenings and weekends for events and meetings.
- A bachelor's degree; an advanced degree would be preferred.



Application

The American Brain Tumor Association has retained Campbell & Company to conduct this search. The ABTA offers a highly competitive salary, benefits package, and relocation assistance. The team for this project includes Dan Nevez, Consultant, and Daniel Fissinger, Associate Consultant. To be considered for this opportunity, please send a letter of interest and resume to:

Daniel Fissinger

Associate Consultant, Executive Search

djf@campbellcompany.com

(312) 506-0062 direct

Campbell & Company

www.campbellcompany.com

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