



CHIEF DEVELOPMENT OFFICER POSITION GUIDE

ABOUT CYSTIC FIBROSIS FOUNDATION (www.cff.org)

The Cystic Fibrosis Foundation is a nonprofit organization like no other. For decades, the CF Foundation has taken major steps and pioneered new ways to find a cure for cystic fibrosis. And they have been successful.

Along the way, the CF Foundation has become one of the leading health care nonprofits in the United States and the global leader in the search for a cure for cystic fibrosis. Cystic fibrosis is an inherited life-threatening disorder that damages the lungs and digestive system. Nearly every CF drug and therapy available today was made possible because of CF Foundation support. They did this not only for the 30,000 people living in the U.S. with CF – and the estimated 70,000 people worldwide – but for the families who have worked tirelessly to find a cure for their loved ones living with CF.

These achievements have required dedication and unwavering commitment from a talented team of CF Foundation employees. The Foundation has created an environment that attracts – and retains – a diverse group of talented people who are passionate about changing the face of this disease.

CORE VALUES

The CF Foundation is guided by a set of core values that permeates its work at all levels. These values are:

- Keep sight of **what really matters**: Make every decision based on what is best for people with cystic fibrosis and their families.
- **Aspire for excellence** in all we do: Take pride in our work. Commit to continuous learning and improvement.
- Stronger **together**: Collaborate and work together so that we can learn more and achieve more.
- **Innovate** with courage: Embrace challenges. Reach beyond boundaries in pursuit of our vision.
- Care about **our people**: Care deeply about our staff and all those who support our shared mission. Listen with respect. Support one another.

VENTURE PHILANTHROPY

In the last 30 years, research funded by the CF Foundation has helped to increase the median age for people living with

Mission

The mission of the Cystic Fibrosis Foundation is to cure cystic fibrosis and to provide all people with the disease the opportunity to lead full, productive lives by funding research and drug development, promoting individualized treatment, and ensuring access to high-quality, specialized care.

Key Info

\$330 million annual budget

\$110 million annual contributed revenue

721 staff nationally

70 chapters in the U.S.

[CFF by the Numbers](#)

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www.cff.org



cystic fibrosis from 29 years to 47 years.

Through an innovative [venture philanthropy model](#), the Cystic Fibrosis Foundation provides early-stage funding to scientists and pharmaceutical companies to develop breakthrough treatments for people diagnosed with CF. As an “orphan disease” (one affecting fewer than 200,000 people), there was historically very little interest in developing treatments for the underlying causes of CF until the Foundation stepped in to offer direct funding. This was a revolutionary step, as disease-focused voluntary health organizations had not previously partnered with for-profit drug companies in this way.

In January 2012, the U.S. Food and Drug Administration approved the first drug to treat the underlying causes of cystic fibrosis, vastly improving the day-to-day lives of thousands of people living with CF. Two years later, the CF Foundation sold its royalty rights to the treatments developed through that initial partnership for nearly \$4 billion, and is using the funds to accelerate the development of new treatments, provide care and support to those living with CF and their families, and to pursue a lifelong cure for the disease. The venture philanthropy model has been widely praised and has even been adopted by the National Institutes for Health and other nonprofits as a strategy to quickly and more effectively develop treatments for rare diseases.

As a result of these innovations in treatment, as well as work to implement best practices in care centers treating CF across the country, support to people living with CF and their families, and ongoing advocacy work, the CF Foundation is at the epicenter of fighting cystic fibrosis in the U.S. and abroad. Research that is funded by the CF Foundation has given hope to others suffering from orphan diseases such as Lou Gehrig’s disease, and antibiotic research has the potential to help millions of people worldwide, not just those with CF.

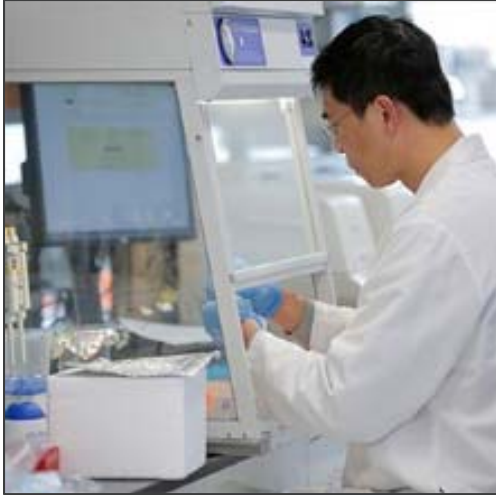


THE POSITION

The Chief Development Officer, a new position, will serve as a member of the senior leadership team at the Cystic Fibrosis Foundation. Reporting to the Chief Operating Officer, the Chief Development Officer will develop and implement strategies for best practices in fundraising, both at the national office and across the 70 chapters. The CF Foundation has grown significantly in the last four years, and the Chief Development Officer will need to work with leadership to develop a compelling case for ongoing support in light of changes in the lifespan of those with this disease as well as the significant funding reserves. The CDO will also be responsible for cultivating a portfolio of major donors and board members.

The CDO will have a strong understanding of how to use analytics to develop a cohesive strategy and guide incremental growth in contributed revenue for a complex and innovative organization. Prior experience and understanding of a chapter organization structure will be valuable. The successful CDO will work collaboratively with a team of passionate leaders and volunteers across the country.

The Chief Development Officer will lead a team of fundraising professionals with a focus on individual, principal and planned giving, annual fund, direct mail, donor relations, and data analytics. This broad-based development experience will be coupled with a deep understanding of events-based fundraising and community building. The team is currently generating about \$110 million in annual contributed support; more than a third of that is generated through Great Strides walk events. The CDO will also partner closely with the Senior Vice President of Field Management to ensure that strategies for programs, volunteer engagement, and fundraising align across the chapters and the national office.



MAJOR OBJECTIVES

The Chief Development Officer will accomplish the following in the first 12 to 18 months in the position:

- Assess current development activity and work with leadership (CEO, COO, SVP of Field Management, and chapter leaders) to develop strategy and implement best practices for fundraising nationally.
- Create effective stewardship strategies for a highly engaged but changing donor base, particularly targeting major and planned gift donors.
- Establish protocols for analyzing donor data collected by the CF Foundation and determine ways to best use the information in support of ongoing funding to the organization.

RESPONSIBILITIES

The Chief Development Officer of the Cystic Fibrosis Foundation will have the following responsibilities:

- Create and implement a fundraising strategy that incorporates individual giving, planned giving, corporate support, annual giving, and direct mail.
- Manage a small and significant portfolio of the CF Foundation's largest donors and potential supporters.
- Guide measured growth in philanthropic revenue, working to strengthen and enhance existing programs; sustainably move the organization to a more balanced mix of event and major gift revenue.
- Help to create a development committee of the Board of Directors and staff that committee.
- Introduce analytics and a metrics-based system of evaluating results.
- Craft a compelling case for ongoing philanthropic support that considers the significant financial reserves of the Foundation.
- Implement a system of best practices for fundraising across the national headquarters and chapters.
- Serve as a member of the CF Foundation's senior team.
- Participate in strategic planning for the CF Foundation, with a particular focus on representing how development will impact strategic goals for the organization.
- Lead a team that includes individual and major giving, planned giving, direct mail, annual fund, corporate support, donor relations, events and analytics.
- Develop a training program that captures the values of the CF Foundation while instilling a culture of philanthropy.
- Establish policies and procedures for more comprehensive and effective stewardship of donors.

QUALIFICATIONS

The Chief Development Officer will bring the following qualifications:

- A minimum of ten years of progressively responsible senior management experience in fundraising.
- Success cultivating and soliciting gifts from high net worth individuals.

- Previous experience creating and implementing strategy and best practices and building the cohesiveness of a national team.
- Demonstrated ability to lead, manage and motivate a large and complex fundraising team.
- Prior experience stewarding high-level board members and major donors and fostering a deeper level of engagement among a Board of Trustees.
- Broad experience managing all channels of fundraising, including an understanding of the role of events in a federated organizational structure.
- The ability to recognize the greatest opportunities for support and analytically determine the most advantageous revenue mix.
- Prior experience generating philanthropic support for a complex, chapter-based organization or institution with a significant endowment.
- Strong communication skills, both written and oral; the ability to be articulate, creative, strategic, and present a compelling case for support.
- A collaborative and team oriented leadership style; the ability to assess and guide the ongoing professional development of a complex team of fundraisers.
- An understanding of venture philanthropy and how to leverage impact to motivate sustained giving.
- Bachelor's degree in a relevant discipline; a Master's degree would be considered an advantage.



APPLICATION

The Cystic Fibrosis Foundation has retained Campbell & Company to conduct this search on their behalf. Marian DeBerry and Colleen Rogers are leading this search. To be considered for this opportunity, please send a letter of interest and resume to:

Colleen Rogers

Consultant, Executive Search

colleen.rogers@campbellcompany.com

Phone: (312) 896-8906



The Cystic Fibrosis Foundation is an equal opportunity employer committed to a diverse workforce. All qualified applicants are encouraged to apply for an open position regardless of race, color, religion, sex, age, national origin, sexual orientation, qualified disability, marital status, and other legally protected statuses.