



Associate/Senior Associate, Peer-to-Peer Fundraising (Walk/Run) Job Description

Title: Associate/Senior Associate, Peer-to-Peer Fundraising (Walk/Run)

Reports to: Senior Manager, Peer-to-Peer Fundraising (Walk/Run)

Department: Events

Location: Norwalk, CT (or Remote)

MMRF OVERVIEW:

The Multiple Myeloma Research Foundation (MMRF) is the largest nonprofit in the world solely focused on accelerating a cure for each and every multiple myeloma patient. We drive the development and delivery of next-generation therapies, leverage data to identify optimal and more personalized treatment approaches, and empower myeloma patients and the broader community with information and resources to extend their lives. Central to our mission is our commitment to advancing health equity so that all myeloma patients can benefit from the scientific and clinical advances we pursue. Since our inception, the MMRF has committed over \$500 million for research, opened nearly 100 clinical trials, and helped bring 15+ FDA-approved therapies to market, which have tripled the life expectancy of myeloma patients. To learn more, visit www.themmr.org.

MMRF Core Values:

At the MMRF our core values define both who we are and how we work together as an organization. We believe in investing in our team and building a culture that will help us pursue our highest level mission to accelerate a cure for each and every multiple myeloma patient. Our five core values are expressed below:

1. **Prioritize Patients** - Patients are at the center of everything we do. Every decision we make is grounded in the needs and best interests of the patients we serve.
2. **Drive Innovation** - We are committed to pursuing big, bold ideas. Taking risks, trying new approaches, and challenging the status quo are necessary to speed new discoveries.
3. **Deliver Solutions** - Taking on complicated challenges is what sets us apart. To deliver results, we must be decisive, take action, and act with urgency on behalf of the myeloma community.
4. **Do It Together** - We know that together, we are stronger. We work cross-functionally with the entire community to achieve our mission and are invested in the success of others.
5. **Build Trust** - We build trust-based relationships. We advocate for each and every myeloma patient by committing to diversity, equity, and inclusion and treating others with respect.

Position Overview: The MMRF Team for Cures Walk/Run Program is a national fundraising program held in 15 cities (one virtual), includes over 10,000 participants, and raises close to \$2.5 million annually. The Associate/Senior Associate, Peer-to-Peer Fundraising (Walk/Run) is primarily responsible for assisting in every aspect of the planning and execution of the MMRF Team for Cures Walk/Run Program. This individual is a critical team member who is responsible for managing participant and donor relationships for each Walk/Run event. This includes communication across all areas of the company and ability to coordinate logistics. This position requires attention to detail, strong time management skills, as well as the ability to display leadership while working both individually and with a team. The ability to problem-solve will be imperative. Domestic weekend travel is required.

Essential Functions:

- Lead and collaborate with team members to ensure successful and positive outcome of each event
- Travel to and work at up to 15 events which take place on weekends



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- Responsible for cultivating, maintaining, and enhancing patient, participant, and donor relationships while serving as a front-line point of contact in assisting fundraising efforts.
- Capable of working in a fast paced, high-pressure, deadline-oriented environment with the ability to multi-task.
- Responsible for year-round event management including:
 - Work with event production vendor; provide them with registration, top teams, day of planning, signage, sponsorship activations, and other event specific requirements
 - Oversee on-line registrations, donations, and associated participant/vendor support
 - Manage fundraising platform and updates of all Walk/Run event fundraising pages
 - Manage CRM platform for Walk/Run events
 - Manage events on MMRF website and event specific sites
 - Pre-and-post Walk/Run relationship management and community outreach
 - Event program details – run-of-show, prepare market specific scripts, secure event honorees, present/speak at events, prepare event day documents for Walk/Run team and vendors, etc.
 - Enter and track fundraising donations and matching gifts between Classy and Salesforce
 - Update all Walk/Run team trackers and weekly financial tracker
 - Provide impeccable customer service to all event participants and donors. Address incoming questions and email inquiries regarding:
 - On-line fundraising and registration system (Classy)
 - Team and personal page customization
 - Registration and donation questions and assistance
 - Managing Classy issues with their support team
 - Event details
 - ADA inquiries
- Assist in all event marketing facets including:
 - Signage, Save the Dates and additional marketing creative direction
 - Team Email content creation
 - Collaboration with marketing and marketing vendors for automated recruitment and coaching email journeys
- Encourage fundraising and motivate program participants to reach their full potential by providing innovative and fun ways to generate funds
- Cultivate and manage relationships with event honorees at each Walk/Run
- Work with outside vendors for shirts, incentives, etc.
- Upload and organize all photos post event for each Walk/Run
- General collaboration across all event programs to ensure the overall success of Team for Cures
- Knowledge of Walk/Run budget and expenses to maximize net revenue
- Reconciliation for each walk six weeks post event
- Work with secured sponsors on all asset activations
- Identify Walk/Run participants within database that show potential for other opportunities
- Perform other related duties as assigned by Manager including unique duties assigned while working actual events, various in-office tasks, reporting, etc.
- Other duties as assigned by Manager

Qualifications:

- At least 1-3 years of previous event coordination experience required with walk/run experience preferred.
- Minimum of 1-3 years of customer service and/or event/peer-to-peer fundraising experience in a high-paced environment, preferably in the area of high-volume, customer relationship management
- Prior experience in fundraising



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- Strong verbal and written communication skills
- Demonstrated ability to provide leadership, organize fundraising activities effectively, and participate in high-level customer service support.
- Proven ability to deliver high-touch customer service and work with customer relations management (CRM) database systems (e.g., keep contact logs, conversation notes, and implement follow-up flags).
- Strong project management skills, including ability to manage and prioritize projects with multiple and often competing deadlines.
- Proficiency in Microsoft office applications, Salesforce and fundraising platforms (Classy) preferred.
- Proficiency in Public Speaking

EEO Statement

The Multiple Myeloma Research Foundation (MMRF) is an equal opportunity employer and does not discriminate against any candidate based on race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, military and veteran status, sexual orientation, or any other factor protected by federal, state, or local law.

The MMRF does not sponsor/facilitate any type of work authorization for this role. All applicants must currently have original valid unrestricted authorization to accept new employment in any role in the U.S. with any employer. There is also no future employer-provided sponsorship for this role to obtain or extend authorization to work in the U.S.