



Director of Development

About [Patient Empowerment Network \(PEN\)](#)

PEN's mission is to fortify cancer patients and care partners with knowledge and tools to boost their confidence, put them in control of their healthcare journey, and assist them with receiving the best, most personalized care available. Our programs focus on enhancing **health literacy** to enable **shared decision-making** and providing information and educational resources to help patients consider **clinical trials** as an option throughout treatment.

PEN Fast Facts

- 501(c)(3) public charity founded in 2009;
- virtual organization operating in the US, led and advised by high-profile patient-leaders in cancer communities
- recipients of \$900k in grant funding in 2018 with >80% invested in programs; small, but mighty, highly flexible, and creatively collaborative team;
- creators of custom programs that address unmet patient and care partner needs;
- providers of free specialty programming that includes a specific *Call to Action* which is measured and reported following the conclusion of the program

PEN is seeking a passionate, experienced professional to lead the non-profit organization's fundraising and development efforts. The ideal candidate will be a motivated self-starter who is familiar with the cancer fundraising landscape. The Director of Development will have the flexibility to be innovative and forward-thinking and work alongside a team of committed professionals. Specific metrics for success will be established to ensure that the role is clearly defined and attainable. The role will be part-time, to start, with the potential to grow. The Director of Development will work from home and report to PEN's Executive Director. Limited travel.

Role responsibilities

Support PEN's Fundraising Strategic Plan

- Recommend opportunities, strategies and activities to diversify funding sources
- Research and identify list of target corporations and foundations who support cancer or health initiatives (beyond Pharma)
- Develop relationships with potential corporate sponsors (in conjunction with referral sources such as Board member if appropriate); Secure financial support; maintain ongoing relationships with sponsors.
- Develop sponsorship package
- Develop list of PEN's services that could effectively be sponsored



- Create and execute a strategy to develop a large and strong base of individual donors
- Refine and execute Annual Giving and Giving Tuesday campaigns
- Develop mechanism to track, thank, and provide tax reporting to individual donors
- Develop and execute a virtual fundraising event that could be launched nationally
- Other duties as assigned

Success Metrics (specific targets will be set in collaboration with candidate)

- Improved ratio of corporate giving (sponsorships) to Pharma grants
- Improved ratio of individual giving to corporate giving

Requirements

- Enthusiasm for PEN's mission
- Demonstrated understanding of the cancer fundraising landscape
- Robust research skills
- Experience working virtually
- Well-developed organizational and communication skills
- Tech-savvy; Social media savvy
- Education, background or experience in fundraising
- Competitive salary based on experience

Please submit cover letter, CV and list of fundraising accomplishments to andrea@powerfulpatients.org