

Job Description

COMPANY: International Myeloma Foundation	TEAM/GROUP: Development
POSITION TITLE: Manager, Peer-to-Peer and Digital Fundraising	FLSA STATUS: Exempt
REPORTS TO: Senior Director, Development	START DATE: Open for immediate start
SALARY: \$72,500 per annum	LOCATION: Studio City, CA

All Applicants Must Apply On Indeed: [Manager, Peer-To-Peer Fundraising - Studio City, CA 91604 - Indeed.com](#)

ORGANIZATION OVERVIEW

Founded in 1990, the International Myeloma Foundation (IMF) is the first and largest global organization focusing specifically on multiple myeloma. The IMF's reach extends to more than 800,000 people with myeloma in 140 countries worldwide. The IMF is dedicated to improving the quality of life of people living with myeloma while working toward prevention and a cure.

POSITION OVERVIEW

Working closely with the Senior Director of Development, this position plays a key role in designing, planning, coordinating, and executing peer-to-peer (P2P) fundraising events and digital solicitation activities that support the IMF's four programmatic pillars: Research, Support, Advocacy, and Education. The role manages the full lifecycle of P2P fundraising projects from concept development through post-event stewardship while cultivating strong relationships with donors, participants, prospects, and third-party organizers. Events take place across the country and also includes some international travel that may increase over time.

The Manager also works closely with the Associate/Assistant Director of Annual Giving to ensure digital solicitation of the IMF's broad community in alignment with direct marketing messaging and other ongoing initiatives. In collaboration with the Marketing and Communications Department, the Manager ensures the timely creation and distribution of electronic fundraising.

The position supports both IMF-led events, such as the Miracles for Myeloma 5K Run/Walks and the Iceland Cycling Expedition, and third-party "Do It Yourself" fundraising initiatives led by patients, care partners, and community members. Responsibilities include coordinating meetings with vendors and event partners, preparing agendas, scheduling check-ins, coaching of volunteer fundraisers, and following up on action items.

A key focus of this position is cultivating and growing the P2P fundraising pipeline. The Manager identifies and recruits new fundraisers, supports existing participants, and builds strong donor relationships that contribute to annual giving and long-term engagement. This role also contributes to the strategic

development and expansion of the P2P program, ensuring it remains dynamic, innovative, and aligned with organizational goals.

As a revenue-generating position, this role requires creativity, a goal-driven mindset, excellent communication skills, and strong event-planning abilities. Through thoughtful guidance and tailored support, the Coordinator empowers fundraisers to craft meaningful events that advance the IMF's mission.

ESSENTIAL FUNCTIONS INCLUDE BUT NOT LIMITED TO:

Event Planning & Execution

- Responsible for prospecting, cultivating, growing, and retaining the P2P donor portfolio, while continuing to support and optimize existing events within the P2P fundraising space.
- Contribute to strategic planning to strengthen annual and major giving pipelines through P2P efforts.
- Act as primary contact for participants of IMF-led P2P events include ICE and Miles for Myeloma 5K
- Identify and cultivate new P2P fundraisers and donors and provide exceptional fundraising support for IMF's Do It Yourself P2P events.
- Engage and excite donors and volunteers to develop ideas that will become successful fundraisers and support revenue goals by delivering tailored fundraising support.
- Work closely with the Vice President of Development to design and execute IMF's 5K RUN/WALKS across the country and manage race registration and donation pages including managing all administrative tasks and support for a successful event.

Program Management:

- Create, manage, and update fundraising webpages in Classy, or other selected fundraising platforms, ensuring full platform utilization.
- Adapt direct marketing messaging for use in digital fundraising
- Generate weekly and monthly revenue reports and monitor event performance.
- Manage registrations, ticket sales, donation processing, and issuing refunds for IMF-led events.
- Providing technical or fundraising guidance to organizers and participants
- Collaborate closely with key staff in other departments to ensure email solicitations are drafted, designed, approved, and sent in accordance with an annual calendar
- Execute program strategies and timelines including cultivation, solicitation, and stewardship plans.
- Provide support and coaching to volunteer fundraisers.
- Prospect new DIY events to expand program footprint.
- Manage multiple events simultaneously.

Fundraising Support:

- Build and maintain relationships with event participants.
- Create toolkits and provide necessary resources for fundraisers.
- Offer fundraising coaching to help participants meet their goals.

- Deliver exceptional customer service to volunteer fundraisers.
- Evaluate revenue streams and identify growth opportunities.
- Facilitate training on peer-to-peer fundraising techniques.

Marketing and Communication:

- Drive marketing efforts for revenue generation and engagement.
- Ensure effective pre-and-post event communication.
- Partner with vendors on content development.
- Execute automated e-communications.

Reporting and Analytics:

- Provide reports to identify and engage P2P fundraising volunteers.
- Regularly evaluate revenue streams and trends.
- Determine strategic requirements and implement best practices.

Technology and Systems:

- Assist with technology systems to support fundraising success

Skills & Abilities Required:

- This role requires strong project management skills, event management skills, creativity, and the ability to provide effective coaching and support to volunteer fundraisers.
- Ability to interface with donors, prospects, and volunteers from diverse backgrounds;
- Excellent written, oral, and, communication skills. Ability to present thoughts and ideas clearly and convey plans and strategy effectively;
- Highly organized and efficient with time management, can meet deadlines under pressure, and work on multiple projects concurrently;
- Comfortable in high pressure situations with the ability to adapt to changing circumstances and problem-solve in a fast-paced environment.
- Self starter who is extremely resourceful and able to take initiative;
- Ability to leverage current systems to deliver results through a goal driven approach;
- Superior active listening, observation, analytical and problem recognition and solving skills;
- Ability to learn and adapt to new technology and systems; proficiency in Microsoft Office required.
- Experience with CRM platforms, particularly Salesforce, is strongly preferred.
- Must be able to travel approximately 30–40% of the time, with flexibility to work evenings and occasional weekends based on event needs; occasional international travel may be required.

EDUCATION/EXPERIENCE:

- 3-5 years of relevant professional fundraising, sales, and relationship/partnership building experience
- Bachelor's degree in communications, event management, public relations, marketing, or a related field is preferred; relevant work experience in fundraising event management may be considered in lieu of a degree
- Experience or strong understanding of P2P fundraising model

PHYSICAL DEMANDS

The physical demands described here are representative of those an individual must meet to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals to perform the essential functions.

- Ability to travel to meetings and events held out of state, including overnight travel, as needed.
- Must be able to communicate effectively and exchange accurate information with internal and external audiences in-person and virtually.
- Work outdoors for prolonged periods, including in hot, cold, or inclement weather such as rain, wind, or variable temperatures, while maintaining safety and professionalism.
- Maintain the stamina and mobility needed to respond quickly to event needs in fast-paced, dynamic environments.
- Must be able to move about efficiently inside an office or event building as well as remain stationary for long periods of time.
- Ability to perform continuous operation of a computer and other office productivity items, such as a calculator or copier.
- Bend, stoop, reach, and perform repetitive motions related to event setup and breakdown.
- Frequently lift, carry, and move materials and equipment up to 25–30 pounds; occasional lifting or moving of heavier items may be required with assistance.

EEO STATEMENT

The International Myeloma Foundation is an Equal Employment Opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age, national origin, protected veteran status, disability status, sexual orientation, gender identity or expression, marital status, genetic information, or any other characteristic protected by law. We are committed to a work environment that supports, inspires, and respects all individuals.

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