



Senior Director, Planned Giving
Children's Hospital Foundation
Washington, D.C.
<http://childrensnational.org/>

Send Nominations or Cover Letter and Resume to:
Zena Lum
Senior Consultant
617-262-1102
zlum@LindauerGlobal.com

The Opportunity:

Ensuring the Future of Pediatric Medicine

As the leading children's health system in the Washington, D.C., area and the only freestanding children's hospital between Philadelphia and Atlanta, Children's National Health System is dedicated to caring for children and its community. It aims to excel in clinical care, advocacy, research, and education while providing a quality healthcare experience for its patients and their families. Children's National improves health outcomes for children and leads in the creation of innovative solutions to pediatric health challenges. Children's has risen from tenth to fifth in *U.S. News & World Report's* overall rankings of pediatric hospitals and is ranked first in the nation for newborn intensive care.

Charitable giving is essential to the ongoing success as one of the nation's top-ranked pediatric hospitals. It enables:

- Expanding families' access to primary and specialty care;
- Acquiring the latest specialized equipment, designed specifically for children;
- Improving facilities and the patient family experience; and
- Driving scientific advancements to cure diseases.



Video: The Future Is Now | Children's National Health System

Children's National is seeking a leader who can integrate teams — planned giving, annual giving, and major gifts — to maximize donor giving, as Senior Director, Planned Giving. The Senior Director will be part of a growing, dynamic fundraising team that is reshaping the culture of philanthropy throughout the entire system. As Children's National's rankings have risen, so too have its philanthropic ambitions.



The Role

Reporting to the Associate Vice President, Annual and Planned Giving, the Senior Director, Planned Giving assumes the leadership role to design, articulate, and implement the strategy and management of the Gift Planning and Blended Gifts program of Children's Hospital Foundation. The Senior Director will manage fundraising and support staff, developing goals and responsibilities that support the implemented strategy. Working in close collaboration with members of the Annual and Major Gift teams, Foundation Leadership, Hospital staff, and volunteers, the Senior Director will have primary responsibility for training, fundraising, and marketing initiatives for the program with a focus on growing the newly established Blended Gifts program. As such, the Senior Director and his/her staff will work closely with gift officers to identify opportunities and create proposals to maximize gifts from their prospects.

The Senior Director will also have responsibility for managing gift administration for realized bequests and other legacy gifts. The Director maintains a personal portfolio of prospects and is responsible for the cultivation of these prospects from identification to closing and stewardship. The position leads a team with the expectation to raise \$3–5 million per year in unrestricted planned gifts and establish and grow a blended gift program in partnership with Major Gifts Team raising \$5 million in two years.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Minimum Education:

Requires a Bachelor's degree.

Minimum Work Experience:

Requires 10 years' experience.

Required Skills/Knowledge:

- Outstanding verbal and written skills to effectively communicate with donors, volunteers, institutional leaders, faculty, and staff.
- Poise, initiative, energy, and professional confidence is necessary.
- A high level of professionalism, compassion, creativity, and integrity coupled with an ability to earn the confidence of a wide range of internal and external constituents.
- Demonstrated success building and leading volunteer and professional teams.
- Skilled in the development and use of performance data and fundraising analytics as they relate to planned giving.

Functional Accountabilities:

Growth

- Look across departments for opportunities to make the organization more effective.
- Recognize and share innovation and improvement.
- Represent the department in organization-wide innovation and improvement efforts.
- Monitor and grow the department's capacity for change.

Strategic Direction

- Develop and manage a program for the identification, cultivation, solicitation, and stewardship of existing and prospective individual planned and blended-giving donors.
- Create and manage new strategies to grow blended-giving support and partnership with major giving.

Management

- Manage a program of effective stewardship and ongoing communication with planned-giving donors and prospects, particularly including the Foundation legacy group and the Guardian Society.
- Lead the Planned Giving team in executing the strategy for increased fundraising; implement and manage performance metrics.
- Provide a high level of service to internal and external constituent groups including prospects, donors, professional advisors, board members, volunteers, and Children's National leadership.
- Lead the Planned Giving team in working with Foundation gift officers in Annual and Major Gifts to maximize gifts from their portfolios through use of planned and blended-giving options in solicitations.
- Lead training of Major and Annual Gift officers in methods of identifying planned-giving prospects.

- Working with Finance and Legal departments, administer and track realized and potential bequest income, estates in probate, and other planned gifts benefiting Children's National.

Fundraising

- Manage a portfolio of individual planned-giving prospects and participate personally in their solicitation.
- Conduct at least 100 personal visits and/or significant contacts with planned-giving prospects and donors.

Leadership Accountabilities:

Deliver

- Set and achieve departmental goals.
- Align budgets and resources to meet division goals.
- Monitor and support a safe and quality environment.
- Focus the team on service excellence and make the interdepartmental connections needed to ensure high-quality service.

Engage

- Clearly communicate organizational strategies to the department.
- Ensure managers hold the team accountable for high-level performance.
- Support managers in maintaining a positive working environment.
- Represent the department in clearing obstacles to high-level performance.
- Look for and develop high-performing talent.
- Support supervisors and managers in engagement efforts.

Grow

- Look across departments for opportunities to make the organization more effective.
- Recognize and share innovation and improvement.
- Represent the department in organization-wide innovation and improvement efforts.
- Monitor and grow the department's capacity for change.

Children's National Health System is an equal opportunity employer that evaluates qualified applicants without regard to race, color, national origin, religion, sex, age, marital status, disability, veteran status, sexual orientation, gender, identity, or other characteristics protected by law.

Children's Hospital Foundation Overview

Children's Hospital Foundation, the fundraising arm of Children's National, has seen much success in supporting the needs of an ambitious institution. In 2011, the Foundation surpassed its most recent campaign goal, the *Transforming Children's Health* campaign, raising over \$500 million. It secured a

\$150 million gift — the single-largest gift ever made to a pediatric medical institution. Success is also reflected in a rise in staffing, having grown from 53 to approximately 100 employees since 2011.

For the current fiscal year that began on July 1, the overall goal for the Foundation is \$84 million. With the 150th anniversary around the corner and the 2016 transfer from the U.S. Army of 12 acres of the Walter Reed campus to Children’s National, the Foundation is ramping up for even greater fundraising opportunities as the main hospital expands its number of beds for care and research expands in such areas as prenatal pediatrics and fetal medicine, neuroscience, genetics, and clinical and translational science.



Children’s National Health System Overview

Founded in 1870, Children’s National Health System has grown from a modest 12-bed facility to the integrated healthcare system it is today. Its team members are among the most experienced pediatric primary and specialty care providers in the country, and its advocacy and health-promotion programs give all children the best chance for a bright future.



With a community-based pediatric network, seven regional outpatient centers, an ambulatory surgery center, two emergency rooms, an acute care hospital, and collaborations throughout the region, Children’s National is recognized for its expertise and innovation in pediatric care and as an advocate for all children.

Children’s National is ranked in all 10 specialties in the 2018–2019 *U.S. News & World Report’s* “Best Children’s Hospitals Honor Roll.” It achieved Top 10 honors in neonatology, neurology and neurosurgery, nephrology, cancer, orthopedics, pulmonary, and diabetes and endocrinology. Also, of note, Children’s ranks seventh among pediatric hospitals in funding from the National Institutes of Health, with a combined \$40 million in direct and indirect funding, and transfers the latest research insights from the bench to patients’ bedsides.

As the only health system exclusively for children in the Washington, D.C., metropolitan area, it operates with the belief that every child should be cared for by professionals who have devoted their careers to children’s medicine. Serving the nation’s children for almost 150 years, it is a proven leader in the development and application of innovative new treatments for childhood illness and injury. Its internationally recognized





team of pediatric healthcare professionals treats more than 300,000 patients each year who come from throughout the region, nation, and world.

As the largest provider of pediatric care in the nation’s capital, Children’s National provides approximately \$50 million annually in uncompensated care. More than 1,500 nurses, 800 physicians, and hundreds of allied team members provide care for infants, children, and adolescents, averaging more than 460,000 outpatient visits each year at health clinics in the District of Columbia, affiliated centers in Maryland and Virginia, and at the Sheikh Zayed Campus for Advanced Children’s Medicine in Washington, D.C.

Children’s National is also the largest non-government provider of primary care in the nation’s capital, delivering care at community centers and mobile health services to help make quality care more accessible to children and families. Beyond U.S. borders, state-of-the-art telemedicine capabilities enable its specialists to bring knowledge and expertise to children around the world.

Leadership



DeAnn Aston Marshall, M.H.A.
President, Children’s Hospital Foundation

DeAnn Marshall joined Children’s National in April 2017 as President of the Children’s Hospital Foundation.

She brings exceptional development leadership experience from two nationally recognized pediatric peers, Children’s Hospital of Pittsburgh (UPMC) and Children’s Hospital Los Angeles (CHLA). At CHLA she exceeded fundraising targets and raised \$250 million in unrestricted gifts in just over four years, more than any other children’s hospital in the nation.

In addition to leading CHLA’s Foundation, Ms. Marshall also served as Chief Marketing Officer, successfully transforming the hospital’s overall brand. While there, she created alliances aimed at enhancing the visibility of CHLA among key audiences, including the sports, entertainment, and business industries, and developed strong interpersonal relationships with physicians and executives throughout the region. She brings experience in government relations and academic medical center leadership and administration to her new role.

Ms. Marshall is the author of the chapter “Creating a Strong and Effective Brand Identity” in *Maximizing Marketing Communications Strategies*, Aspatore Books 2012. In addition, she was profiled as an expert in the book *Sell with a Story*, which explored her proficiency in crafting unique

stories to convey an organization's value proposition and drive toward decisions. Ms. Marshall is Vice Chair of the MedicAlert Board of Directors.



Amy Hauser

Associate Vice President, Annual and Planned Giving

Amy Hauser joined Children's Hospital Foundation's leadership team in June 2018 as Associate Vice President of Annual and Planned Giving. She leads a team of 14 focused on growing individual giving for Children's National through annual giving campaigns, employee giving, direct response, planning giving, and special events.

Before Children's National, Ms. Hauser spent nine years at Virginia Hospital Center Foundation, where she was Director of Principal Giving. She led strategies and initiatives for campus-wide fundraising campaigns, provided high-level leadership to the Foundation board and fundraising committees, and cultivated long-term donor relationships to advance the hospital's strategic goals. Prior to that role, she was Director of Major Gifts and Planned Giving for six years; she established and grew a program that acquired the largest gifts in the institution's history.

Ms. Hauser served for six years as Development Officer at AARP Foundation, where she established and grew the planned-giving and major-gifts program. Ms. Hauser created the administrative platform of the planned-giving program, including acquiring the organization's first charitable gift annuities and charitable bequests. She created and managed the Women's Leadership Circle. This group is dedicated to building awareness of the unique issues women face as they age and supports scholarships for women re-entering the workforce.

Ms. Hauser started her career at John F. Kennedy Center for the Performing Arts as a Special Events Manager. During her six-year tenure, she helped execute key events, including the Kennedy Center Annual Spring Gala, the Kennedy Center Honors, and the annual Mark Twain Prize.

Ms. Hauser is a member of the board for Doorways for Women and Families in Arlington, VA, and the Association of Fundraising Professionals DC Chapter. She lives in Arlington, VA, with her two children and husband.

To learn more, call
Zena Lum, Senior Consultant at
617-262-1102
or send nominations or cover letter and resume to:
zlum@LindauerGlobal.com.



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420 Boylston Street, Suite 604, Boston, MA 02116
www.LindauerGlobal.com