



Director of Donor Relations
Phoenix Children's Hospital Foundation
Phoenix, AZ
<https://www.phoenixchildrens.org>

Send Nominations or Cover Letter and Resume to:

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The Opportunity:

As Phoenix Children's Hospital continues to build capacity as a world-class institution, the Foundation is positioning itself for accelerated growth. The Foundation team is 70 people strong and will continue to grow over the next couple of years.

With a goal to double philanthropy, in 2016, a strategic plan and reorganization were completed that target revenue expansion from \$40 million annually to \$60 million by 2021. Starting in 2017, the Hospital Foundation embarked upon a five-year, \$250 million comprehensive campaign. Tracking \$10 million ahead of the plan, the Foundation raised \$92 million in its first two years and is on target to raise \$55.3 million in 2020. This role, Director of Donor Relations, was developed as a part of that ambitious plan and will oversee achieving innovative and creative programming, to recognize, steward, and retain generous and loyal donors, throughout the campaign and beyond.

This opportunity will attract an entrepreneurial and accomplished professional to lead a dedicated team, developing and implementing programs that will result in high-retention and deeper engagement of donors. The Director will be energetic and enthusiastic, organized and strategic, while remaining nimble in a dynamic environment.

Do you have the skills and qualities for this position?

- Are you passionate about your work and possess a “can do” attitude?
- While you don’t have to have worked in healthcare, do you appreciate and understand issues of healthcare and access?
- Can you convey passion and creativity through your work, while using data to inform and guide activity?
- Are you an accomplished leader/manager who enjoys working in a fast-paced organization?
- Have you created programs to acknowledge and steward generous and loyal supporters?
- Are you a terrific colleague?
- Are you a quick study with high energy and strategic thinking ability?
- Do these attributes describe you — collaborative, pleasant, nimble, and flexible?
- Are you politically savvy, working well with donors who have unique and individual ways of receiving “thanks?”
- Can you manage well in all directions — up, down, and across?
- Have you transformed a program and are eager to do it again?

If so, keep reading.

Overview

[Phoenix Children’s Hospital](#) has provided hope, healing, and the best healthcare for children since it was established in 1983, growing to become one of the leading pediatric healthcare systems in the country. With a medical staff of nearly 1,000 pediatric specialists, Phoenix Children’s provides inpatient, outpatient, trauma, and emergency



care across more than 75 pediatric subspecialties, the most comprehensive pediatric care available in the state. The Hospital’s [Centers of Excellence](#) have grown in size and expertise to place them on par with some of the most prestigious of their kind in the United States.

Phoenix Children’s has been named to [U.S. News & World Report’s Best Children’s Hospital list](#) for the ninth year in row and, in 2019 – 2020, in all 10 categories. The health system remains Arizona’s only children’s hospital to be recognized by *U.S. News & World Report* and is one of only 24 children’s hospitals in the United States to make the list in all 10 surveyed specialties for 2019 - 2020.

Over the next five years, Phoenix Children’s will build on its achievements and accelerate its investments in the people, research, technologies, and programs that will solidify its position as a world-class hospital for decades to come. That means recruiting physician-scientists who will change the shape of medicine from right here in Phoenix; fostering discoveries that will improve the quality and length of children’s lives; establishing groundbreaking, destination programs that will attract young patients from around the world; and driving innovations that will give ill and injured children hope beyond their wildest dreams.



To meet the needs of its growing community, Phoenix Children’s also has continued to expand its facilities. Specialty and urgent care centers in high-growth areas of the Valley and across the state serve the needs of patients and families in [their own neighborhoods](#). Today, the most visible evidence of growth is the 11-story tower on the Hospital’s main campus, which offers a comprehensive, family-centered hospital that allows doctors and nurses to deliver expert care and healing to the community’s youngest patients.

The [Phoenix Children’s Hospital Foundation](#) (PCHF) serves as the fundraising partner to the Hospital and provides needed support for critical programs, capital projects, and a variety of services that are entirely supported by philanthropy. Today, Phoenix Children’s Hospital’s pursuit of excellence and culture of innovation are propelling it toward a remarkable future.

The Role

Reporting to the Vice President of Operations, the Director of Donor Relations will manage a highly effective donor relations team and will serve as a key leadership team member and an active participant in making strategic decisions affecting Phoenix Children’s Hospital. The successful candidate will be a part of a dynamic, fast paced, results-driven culture, passionate about serving the needs of children.

The Director of Donor Relations develops, implements, manages, and assesses a comprehensive donor relations plan to assist the development unit in reaching its strategic fundraising goals for Phoenix Children’s Hospital. The scope of work includes donor relations, stewardship, and related communications.

Key Functions:

- Develops, implements, and leads a successful and integrated donor relations program that strategically targets all levels of giving as defined by the development team. Ensures donors are acknowledged and recognized to strengthen their financial support for the Hospital.
- Manages the donor relationship strategy to thoughtfully and proactively cultivate relationships with new donors and stewards current donors to maximize donor retention, engagement, and investment. Requires clear segmentation and prioritization of donor data that leads to the formulation of clear

goals and action plans for how Phoenix Children’s interacts with a given donor segment to achieve desired results.

- Uses key metrics to achieve higher retention rates and donor satisfaction. Tracks metrics to assess the current engagement and activity of donors to determine which efforts have the greatest business impact.
- Acts as a liaison and specialist to the development team in order to provide cultivation and stewardship direction to individual donors and prospects.
- Oversees and directs the development and implementation of strategic communications in multiple mediums in a timely fashion. This will include, but not be limited to, social media sites, annual reporting, e-blasts, endowment reports, gift acknowledgements, web pages, fundraising campaign materials, and press releases.
- With oversight of the Guest Relations program, collaborates with Foundation and Hospital colleagues to present an integrated approach to cultivation and stewardship strategies relevant to patient families to advance the mission of PCH. Assists with educational efforts involving medical staff regarding philanthropy and community engagement.
- Manages any campaign-related kick-offs and celebration events. Ensures special events are communicated and on the calendars of key stakeholders, officials, and targeted guests.
- Creates innovative programs and projects to thank and steward donors, identifying creative and effective mediums to recognize the impact of corporate and individual support.
- Tracks donor relations and stewardship activities in the established databases to enhance relationships and increase the likelihood of continued contributions.
- Reviews and controls all gift acknowledgments, including receipts, thank you letters, pledge statements, and donor reports.
- Works closely with development staff to demonstrate the impact of philanthropy to donors by arranging meaningful and memorable experiences with funding recipients as appropriate.

Requirements:

- A minimum of seven years of cumulative development experience, preferably in the areas of donor relations, stewardship, and communications.
- Ideally, demonstrated success in a healthcare environment — clinical or academic medicine.
- A Bachelor’s degree.
- Proficiency in the strategic use of data and analytics to guide planning and implementation.

Diversity and Inclusion:

Phoenix Children’s Hospital complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, religion, sex, national origin, age, genetic information, physical or mental disability, military or veteran status, sexual orientation, or gender identity/expression. PCH does not exclude people or treat them differently because of race, color, religion, sex, national origin, age, genetic information, physical or mental disability, military or veteran status, sexual orientation, or gender identity/expression.

Leadership



Steven Schnall
Senior Vice President and Chief Development Officer
Phoenix Children's Hospital Foundation

Steven Schnall has served Phoenix Children's since 1983. In his current role as Senior Vice President and Chief Development Officer, Phoenix Children's Hospital Foundation, Steve provides strategic leadership for all aspects of philanthropy for the Hospital. Under his direction, the Foundation has led numerous successful campaigns that supported development of Phoenix Children's.

Steve's prior roles at Phoenix Children's included Vice President, Business Development and Outreach, where his responsibilities included strategic planning, marketing and public relations, community relations, physician relations, and grants. He has also served as Vice President, Ambulatory Services and additional administrative posts for the Hospital.

Steve is a graduate of Arizona State University where he received a Bachelor of Arts, Psychology. He received a Master of Arts in Organizational Management from University of Phoenix.



Kelly A. Lane, CFRE
Vice President, Foundation Operations

Kelly Lane began her career at the Phoenix Children's Hospital Foundation in 1999, as one of the first members of the management team established to lead strategic efforts to build Arizona's first free-standing children's hospital. Since that time, she's had an illustrious career serving in multiple leadership roles specializing in program development and business management. Today, Kelly is still devoted as the Vice President of Foundation Operations at the Phoenix Children's Hospital Foundation.

In this role, she leads the Foundation's communications, donor relations, research and development services functions, and is a member of the Hospital's senior leadership team. Kelly brings more than 25 years of experience in executive leadership, strategic development, and marketing communications. Prior to joining the Foundation, her career was focused in the financial services industry, where she led the operations division for Wells Fargo Bank Arizona. Kelly has a Bachelor's degree in Business Management and Organizational Development from Western International University, where she graduated magna cum laude. She is a Certified Fundraising Executive and speaks nationally on topics pertaining to nonprofit business development.

Location:

This position is based in Phoenix, AZ on the main Hospital campus.

Phoenix Children's Hospital operates [multiple healthcare facilities](#) throughout the greater Phoenix area.

Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. Lindauer does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

**To learn more, call
Faith Eutsay, Senior Consultant at
617-262-1102
or send nominations or cover letter and resume to
feutsay@LindauerGlobal.com.
All inquiries will be held in confidence.**



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