

# Position Announcement **Director of Annual Giving & Direct Response**



## **Organization Profile:**

Rady Children's Hospital-San Diego (RCHSD) has been meeting the health needs of children and families in Southern California since 1954. Today, Rady Children's is a nationally recognized non-profit, pediatric-care facility dedicated to excellence in care, education, research and advocacy. In recognition of their strength and quality of patient care, Rady Children's has received Magnet® designation for nursing excellence from the American Nurses Credentialing Center (ANCC).



Rady Children's is the only hospital in the San Diego area dedicated exclusively to pediatric healthcare and the region's only designated pediatric Trauma Center. Rady Children's is one of the largest pediatric hospitals in the country, and the provider of care for 91% of children throughout the region. In June 2021, U.S. News & World Report ranked Rady Children's among the best children's hospitals in the nation in all ten pediatric specialties surveyed; top rankings included the Neonatology program ranked as No. 5, the Orthopedics program as No. 8, and the Urology program as No. 10. In partnership with the University of California, San Diego School of Medicine, Rady Children's is the region's teaching hospital for the next generation of pediatric clinicians and continues to be a major pediatric clinical research center.



## Reports To

Managing Director, Advancement and Gift Planning

## Position Summary

As a Director of Annual Giving & Direct Response, this fundraiser is responsible for creating, executing and managing multichannel direct response strategies, focusing on acquisition, retention and upgrading of donors in alignment with priorities identified by the supervisor. Gift channels can include but are not limited to direct mail, e-mail, website, social media, text messaging, telefund, and employee giving. The Director of Annual Giving & Direct Response is responsible for analyzing giving data and developing, implementing, and measuring strategies to elevate donor giving and grow the pipeline of lead annual giving, major and gift planning prospects. The position manages an active portfolio of prospects as defined by management. This individual serves as liaison to physicians, hospital administrators and other stakeholders who are included in direct response strategies. This individual works closely with the supervisor to implement strategies to increase the Advancement program's total dollars raised and number of donors, with a focus on increasing unrestricted dollars. This individual is a collaborative Foundation team member; maintains an active awareness of goals,

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objectives, and direction of the development program; stays apprised of industry best practices; and creates and executes special projects as assigned by the SVP/Chief External Affairs Officer and/or supervisor. The expectation is to meet or exceed individual and department performance standards as assigned by management.

### **Specific Responsibilities**

#### **Program Management:**

Works closely with supervisor to implement organization's direct response fundraising program with an emphasis on the acquisition, retention and upgrading of donors as defined by management. The position is responsible for creating giving opportunities, analyzing giving data, developing, implementing, and measuring strategies to elevate donor giving, and grow the pipeline of lead annual giving and major and gift planning prospects. Stays apprised of industry best practices.

#### **Solicitation and Strategic Planning:**

Executes a comprehensive direct response program that includes but is not limited to all facets of creating direct mail, e-mail, websites, social media, text messaging, telefund, and employee giving. Develops giving opportunities and communication strategies with prospective and existing donors to secure gift upgrades, increase monthly donors and improve retention. Able to develop strategies, procedures and timetables for the successful solicitation through multiple channels of communication. Manages an active portfolio of projects as defined by management and maintains an active awareness of constituents in various stages of identification, cultivation solicitation and stewardship. Becomes thoroughly familiar with hospital priorities to develop accurate and compelling case statements and gift opportunities with prospective donors.

#### **Philanthropic Advocate:**

Advances a culture of philanthropy, collaboration, ethics, and accountability with internal and external audiences to develop, enhance and sustain maximum fundraising effectiveness. Advocates for RCHSD in a variety of public and private functions regarding the need for and use of philanthropy to achieve organizational goals. Establishes close working relationships with

Foundation colleagues, marketing partners, and hospital staff as needed.

**Donor Relations:**

Coordinates stewardship initiatives to ensure regular contact with donors through unique direct response communications, personal visits, letters, emails and other written materials, and phone calls. Works closely with supervisor and vendors to increase engagement with annual donors to retain and upgrade donor support in effort to increase unrestricted dollars. Provides education on giving strategies and hospital initiatives to encourage philanthropic support. Provides excellent customer service to donors, colleagues, clinical partners, volunteers, and hospital leadership.

**Data Integrity and Confidentiality:**

Ensures integrity and functionality of constituent management system through accurate entry and maintenance of constituent and gift data; maintains adequate security and confidentiality of data. Works closely with data analytics and vendors to maintain and improve donor segmentation to analyze annual giving trends to assist in strategies. Documents constituent activity in a timely manner; identifies, collects, and analyzes appropriate data for critical decision- making.

**Verbal and Written Skills:**

Demonstrates strong verbal communication skills; articulates the mission and fundraising goals of RCHSD; and makes persuasive oral presentations. Possesses strong and effective written communication skills necessary to write and edit letters, memos, reports, discussion documents, proposals and other cultivation, solicitation, and stewardship materials. Works closely with Foundation staff to develop compelling cases for support through direct response. Works closely with supervisor to manage complex issues which arise from the elaborate interrelationships among hospital administration, departments, and/or Foundation staff.

**Special Projects and Assignments:**

Creates and executes special projects as assigned by the SVP/Executive Director and/or supervisor. Works evenings and weekends as needed.

**Qualifications**

Qualities and experiences that ideal candidates should display include:

- An earned baccalaureate degree
- Three years of professional experience
- Experience in a fundraising setting
- Experience with managing a comprehensive direct response program
- Analytical and detail-oriented
- Team player with the ability to work collaboratively to achieve common goals
- Work efficiently under pressure; meets deadlines
- Entrepreneurial individual who demonstrates strategic thinking and good decision-making
- Ability to work evenings and weekends as needed
- Articulate, poised and possess strong written and verbal communication skills

**Preferred**

Preference will be given to candidates that also display one or more of the following:

- Six years of experience
- Experience in healthcare philanthropy
- Knowledge around Blackbaud non-profit applications
- Advanced academic degree in a related field
- Professional and quantifiable fundraising experience with a children's hospital
- Professional certification (CFRE, other)
- Demonstrated history of increased responsibility and progression in the fundraising profession

**Memorandum**

The salary and benefits are competitive and commensurate with experience, qualifications, and verifiable salary history.

Paschal•Murray supports the commitment of our client in encouraging applicants from diverse backgrounds and cultures. As a condition of employment, our client reserves the right to conduct background verification including academic, work, driving, credit, and criminal histories.

This position announcement is not intended to be an exhaustive list of all responsibilities and requirements. It is presented as a fair reflection of the principal job elements.

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Nominations and applications are welcome. Please send résumé and letter of application as separate documents attached to an e-mail message to:

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