

Position Announcement

Senior Director, Donor Stewardship

Shriners Children's
Tampa, Florida



Reports To

Executive Director of Principal Gifts & Campaigns

Organization Profile

Headquartered in Tampa, Florida; Shriners Children's, also known as, Shriners Hospitals for Children is a unique health care system with a reputation for finding answers and giving families hope. With a network of 21 facilities located in the U.S., Canada and Mexico; Shriners Children's is committed to providing children with exceptional healthcare for orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate, regardless of the families' ability to pay.

Through a commitment to excellence, SHC changes lives every day through innovative pediatric specialty care, world-class research and outstanding medical education.

As a leader in research, Shriners Children's is committed to the pursuit of seminal, cutting-edge discoveries that result in new knowledge and improved therapeutic treatment, quality of care and positive outcomes for patients and their families. Since opening the

first hospital in 1922, the health care system has improved the lives of more than 1.5 million children.

The primary purpose of Shriners Children's is to help children who need specialized medical care — wherever they



may live. In order to treat more kids in more places, SHC offers a range of services to expand reach, including telehealth and outreach clinics. Although the locations are primarily in North America, the SHC health care system has treated children from many countries and conducts several medical outreach clinics outside of the U.S. every year.

Shriners Children's has a mission to:

- Provide the highest quality care to children with neuromusculoskeletal conditions, burn injuries and other special healthcare needs within a compassionate, family-centered and collaborative care environment.
- Provide for the education of physicians and other healthcare professionals.
- Conduct research to discover new knowledge that improves the quality of care and quality of life of children and families.

Shriners Children's vision is to:

- Become the best at transforming children's lives by providing exceptional healthcare through innovative research, in a patient and family-centered environment.

Position Summary

Shriners Children's seeks a Senior Director, Donor Stewardship to lead the development, implementation, evaluation and reporting of a comprehensive stewardship program that appropriately and consistently promotes interaction, connection and recognition of

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donors at all levels. The Senior Director, Donor Stewardship will develop strategic plans for all donor types and consistent donor engagement for all donor levels to build long-term philanthropic support for Shriners Hospitals for Children.



The successful Senior Director, Donor Stewardship will consistently represent the following SHC core values:

- **Excellence** – Effectively and efficiently provide services and continuously seek improvement.
- **Innovation** – Continuously seek to improve the services SHC provides and be a leader in specialty pediatric healthcare.
- **Commitment** – Actively promote the SHC vision, mission and strategic plan.
- **Integrity** – Assume responsibility for doing the right and just thing in all situations. Be honest, conscientious and accountable in all aspects of work.
- **Teamwork** – Recognize each co-worker as a valuable part of the team. Place the good of the team ahead of personal objectives. Work collaboratively to achieve the vision of Shriners Hospitals for Children.
- **Stewardship** – Responsibly manage and apply resources to maximize the benefit to patients, families, employees, fraternity members and donors.
- **Respect** – Value all individuals, adhere to all governing rules and regulations and embrace the culture and traditions that make up the Shriners Fraternity and hospital system.

Specific Responsibilities

Stewardship Program Development and Execution – 40%

- Design a comprehensive, system-wide stewardship program focusing on foundational components such as acknowledgment letters to higher-level procedures and processes surrounding items such as donor proposals and

gift agreements, and recognition items such as donor walls and building naming plans and room naming signage.

- Lead efforts to expand stewardship by donor segment, including enhanced stewardship planning around first-time donors, annual fund donors, mid-level giving donors, major donors, research donors and other legacy giving donors.
- Recommend internal office alignments and interdepartmental changes to improve overall stewardship program.

Donor Stewardship – 40%

- Develop, execute and refine a stewardship communication calendar for the healthcare system and locations.
- Lead the effort to convert broad-based stewardship activities into individual cultivation strategies for donors who require high impact or multi-layered stewardship plans.
- Implement specific stewardship plans and tasks focused primarily on top-rated donors and donors with complex philanthropic interests on behalf of the Chief Development Officer.
- Facilitate donor gift agreement and donor naming agreement processes for the healthcare system and locations. Direct the CRM input of healthcare system and location gift agreements and naming plans. Follow the progress of committed donations for the life of the agreement and verify recognition if part of the agreement.
- Develop and recommend new methods of donor communications by donor segments.

Team Leadership and Coordination – 20%

- Direct the stewardship team and lead efforts between healthcare system and locations to ensure stewardship tasks are implemented by donor segment at the national, regional and local levels.
- Operationalize, through planning with stewardship team, all stewardship program deliverables. Is the primary advocate for donor stewardship and recognition and the overall organizational impact that stewardship has on current and future philanthropic giving.

- Leads and coordinates internal department committees, interdepartmental work and special projects as the leader of the stewardship team.



Qualifications

Qualities and experiences that ideal candidates should display include:

- Baccalaureate degree from an accredited college or university.
- Eight or more years of relevant experience in a large nonprofit organization or an established academic institution.
- Eight or more years of experience with philanthropy related stewardship programs.
- Excellent computer skills and proficiency in MS Office.
- Advanced Excel use with experience managing, segmenting and filtering large donor files.
- Blackbaud CRM or similar donor database proficiency.
- Experience with philanthropy related stewardship best practices.
- Outstanding writing skills, with preference giving to candidates who have experience with different forms of written donor communications. Writing samples will be requested during the interview process.
- Demonstrated ability to communicate quickly and effectively with high level of both oral and written expression with discretion, tact and diplomacy.

- Fast verbal and auditory processor; able to receive verbal directions in real time and execute accordingly.
- Superior interpersonal skills to work with diverse parties including major donors, healthcare system and location staff and vendors.
- Proven ability to be adaptable in the face of changing priorities.
- Excellent problem-solving skills and ability to think critically.
- High level of enthusiasm, stamina and creativity and strong multitasking skills with attention to detail.
- Demonstrates credibility, calm and sense of purpose during stressful situations.
- Proactively seeks feedback to support professional development.

Preferred

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

- Advanced academic degree or equivalent.
- Previous experience as Director of Stewardship/Donor Relations.
- Understanding of multi-channel fundraising, including direct mail, digital and major gifts.

Memorandum

The salary and benefits are competitive and commensurate with experience and qualifications. 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.



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

Beau Cummings, Senior Search Consultant
Paschal•Murray
Executive Search
San Diego • Wilmington

beau@paschalmurray.com

Voice: (760) 863-4512
www.paschalmurray.com

Paschal•Murray

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www.paschalmurray.com