



Children's National®

Position Announcement

**Senior Associate Director
Planned Giving**

**Children's National Hospital
Washington, D.C.**

Reports To

Senior Director, Planned Giving

**Organization
Profile**

Located in Washington D.C., Children's National Hospital is ranked No. 5 nationally in the U.S. News & World Report 2022-23 Best Children's Hospitals annual rankings. This marks the sixth straight year Children's National has made the Honor Roll list. It's neonatology program which provides newborn intensive care, ranked No. 1 among all children's hospitals for the sixth year in a row.

As the nation's children's hospital, the mission of Children's National Medical Center is to excel in Care, Advocacy, Research and Education.

Children's National accomplishes this through:

- Providing a quality health care experience for patients and families.
- Improving health outcomes for children regionally, nationally, and internationally.
- Leading the creation of innovative solutions to pediatric health challenges.



Position Summary

The Senior Associate Director will work closely with the Senior Director, Gift Planning on all aspects of the planned giving program. This will include developing strategy and engaging with donors and prospects, while collaborating with members of the annual and major gift teams to maximize giving through gift planning opportunities.

The Senior Associate Director has primary responsibility for developing a portfolio of current and prospective donors for cultivation, solicitation and closure of planned gifts while also qualifying leads generated both internally and externally. There will be a focus on developing relationships that ensure sustainable and long-term philanthropic support through planned giving.

The Senior Associate Director will address inquiries with appropriate response and education for estate planning and non-cash gift opportunities, including preparing life income gift proposals for donors and their advisors. The Senior Associate Director will be expected to conduct visits and other outreach to Guardian Society members and prospects to enhance commitment to Children's National Hospital. The Senior Associate Director will be expected to stay current on hospital events, program initiatives, and charitable giving laws. There will be an expectation to raise \$2 - \$3 million per year from his/her portfolio.

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Specific Responsibilities

Fundraising

- Manage a portfolio of 150 prospects and donors focused on individuals with planned gift potential.
- Solicit and close planned gifts with an expectation of raising \$2 - \$3 million per year.
- Manage and execute effective stewardship and ongoing communication with planned giving donors, including those in the Guardian Society.
- Collaborate with gift officers to provide gift planning expertise and maximize giving through blended-gift techniques and/or non-cash assets.
- Respond to prospect inquiries in a timely manner by preparing appropriate communications/proposals that reflect the donor intent and further the mission of Children's National.
- 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.
- Tenacity to follow up with prospects and leads.
- Accomplish annual personalized goals that align with Foundation goals, which include financial, activity, pipeline, and personal development goals.

Communication

- Possess the technical proficiency with the complexities of gift planning (i.e., vehicle types,

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financial planning, estate planning, tax laws, etc.) and with confidence be able to clearly articulate the charitable components with prospects and advisors.

- Communicate in a courteous, professional, and empathetic manner with donors/families.
- Demonstrate the ability to communicate information clearly and effectively both verbally and in writing at all levels of seniority, both formally and informally.
- Clearly articulate the needs and strategies of Children's National to the external constituent audiences.



Operations

- Document donor interactions and proposals in Raiser's Edge in a timely manner.
- Understand moves management and be able to effectively manage a portfolio.
- Understand target audience through data analysis.
- Develop and manage a program for the identification, cultivation, solicitation and stewardship of existing and prospective individual planned giving donors.
- Create and manage new fundraising initiatives to increase planned giving support. This may include working directly with both external vendors and internal team members to develop effective marketing tools and publications.

- Assist with training opportunities, including staff, board, and volunteers with the planned gift options and use of various assets.
- Other duties as assigned.

Required Knowledge and Experience

Qualities and experiences that ideal candidates should display include:

- Eight years of professional experience.
- Three years of soliciting and securing planned gifts or relevant experience.
- Bachelor's degree from accredited institution.
- A demonstrated history in soliciting and closing planned gifts.
- Thorough knowledge of gift planning vehicles, non-cash gifts and tax codes related to gift and estate planning.
- High degree of professionalism, compassion, and discretion coupled with an understanding of working with older and diverse audiences, both internally and externally.
- Responsible gift planning practice as described in the Model Standards of Practice for the Charitable Gift Planner.
- Knowledge of and strive to uphold the Code of Ethical Standards for fundraising as documented by AFP.
- Able to prioritize and complete work and to meet deadlines.
- Self-motivated and self-directed and can adhere to occasional tight deadlines.
- Strong computer skills including all Microsoft applications.
- Proficiency in Raiser 's Edge or other donor database system.
- Experience with PG Calc, Crescendo or other planned giving software.

Preferred

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

- Advanced degree.
- Professional designations (CFRE, CSPG, FAHP, etc.).

- Fundraising experience in healthcare setting.

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:

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