



Children's National®

Position Announcement

Associate Director, Gift Planning

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

Reports To

Senior Director, Gift Planning

Organization Profile

As the leading pediatric health system in the Washington, D.C. area, Children's National Hospital is ranked one of the top 10 pediatric hospitals in the nation by U.S. News & World Report. Children's National is tied for #1 in the Mid-Atlantic region, and has achieved top 10 honors in cancer, diabetes and endocrinology, gastroenterology and GI surgery, neonatology, nephrology, neurology and neurosurgery, and orthopedics. This recognition of the organization's commitment to bringing health and well-being to all children serves as an inspiration to employees throughout the health system.

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

Children's National also recognizes that making diversity and inclusion a priority is critical to achieving their mission.

The Children's National Hospital Foundation is the fundraising arm for Children's National. It supports doctors, nurses, clinicians and staff who are advancing pediatric medicine through expertise, innovation and excellence in care and research. It works with individual donors, corporations and community organizations that share our dedication to improving the health of children. The Foundation is a 501(c)3 organization exclusively dedicated to Children's National with a gold rating from Guidestar.



Position Summary

The Associate Director is responsible for growing the Foundation's planned giving program by managing a portfolio of prospects and supporting the Foundation's fundraising campaign. The primary responsibilities include identifying, cultivating, soliciting, and stewarding planned giving prospects and donors. Reporting to the Senior Director of Gift Planning, this position collaborates closely with major giving, annual giving, stewardship, and hospital teams to develop fundraising priorities and strategies. The Associate Director uncovers planned giving opportunities within existing donor pipelines, follows up on leads from planned giving outreach, and contributes to events that advance cultivation and stewardship. This position supports planned giving marketing efforts and collaborates with the legal and finance teams. The Associate Director has an annual fundraising goal of \$500,000 to \$1 million in planned gift commitments.

Specific Responsibilities

- Close \$500K to \$1M in planned gifts annually.
- Manage a portfolio of 100-125 donors and key prospects with a concentration to identify potential prospects within the pipeline to fulfill discovery and cultivation.
- Develop, solicit, and steward planned gift donors using customized strategies.

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- Provide planned giving expertise and collaborate with gift officers to maximize giving through blended giving techniques and/or non-cash assets.
- Implement effective stewardship and cultivation strategies for planned giving donors, including communications, tours, events and other engagement opportunities.
- Oversee planned giving marketing initiatives, including design, execution and reporting effectiveness. This may include working directly with the Foundation communication and direct response teams to develop effective marketing tools and publications.
- Prepare and present proposals, execute appropriate gift documentation, and coordinate administration of estate gifts.
- Assist Senior Director of Gift Planning with training opportunities, including staff, board, volunteers with the planned gift options and use of various assets.
- Accomplish personalized goals set annually that align with Foundation goals, which include financial, activity, and pipeline movement.
- Document donor interactions, gift activity and proposals in the database (e.g., Raiser's Edge) in a timely manner.
- Stay informed on changes in estate and tax law relevant to gift planning.
- Represent the Foundation at donor events and in the broader philanthropic and professional community.
- Other duties as assigned.



Qualifications

Qualities and experiences that ideal candidates should display include:

- Five years' experience in gift development, marketing, financial planning, legal services.
- Proven track record of securing major and/or planned gifts.
- An understanding of charitable gift planning vehicles and related tax, legal, and/or estate planning concepts.
- Excellent interpersonal and relationship-building abilities, with sensitivity to diverse and older populations.
- Strong written and verbal communication skills.
- High level of professionalism, discretion, and ethical judgment.
- Excellent problem-solving skills.
- Demonstrated ability to work both independently and collaboratively across teams.
- Strong moves/portfolio management skills.
- Effective organizational, time management, and project management skills.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint).
- Familiarity with donor CRM systems (e.g., Raiser's Edge) and planned giving software (e.g., PG Calc, Crescendo).
- Ongoing commitment to professional development (e.g., attending conferences or training sessions in philanthropy, tax law, or estate planning).
- Bachelor's Degree
- Valid Driver's License

Preferred

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

- Advanced Degree (JD, MBA, MPA, etc.)
- Professional designations (CFRE, CSPG, FAHP, etc.).

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

beau@paschalmurray.com

Paschal • Murray

Executive Search
Wilmington • San Diego

Voice: (760) 863-4512

www.paschalmurray.com

