



MAJOR GIFT OFFICER
MCLAREN GREATER LANSING FOUNDATION
Lansing, Michigan
<https://www.mclaren.org>



The Aspen Leadership Group is proud to partner with McLaren Greater Lansing Foundation in the search for a Major Gift Officer.

The Major Gift Officer will cultivate, solicit, and steward major gift donors to meet established fundraising goals in support of McLaren Greater Lansing. The Major Gift Officer will design and implement donor development strategies, organize planning and solicitation meetings, make prospect visits, and coordinate donor cultivation events, working directly with prospects, donors, board members, volunteers, the hospital executive team, and medical staff to identify, qualify, and solicit major gifts.

McLaren Health Care is annually recognized as one of the top integrated health networks in the nation. McLaren is one of the largest health care providers in Michigan with a system that reaches more than half of the state's residents through more than 200 locations, 17,400 employees, and 21,000 network physicians.

McLaren Greater Lansing, a tertiary teaching facility with 310 acute care beds, is home to one of the nation's leading cardiac programs; state-of-the-art clinical centers for oncology and women and children's health; medical and surgical units; and a full-service pharmacy. Its residency programs are affiliated with Michigan State University College of Osteopathic Medicine, Michigan State University College of Human Medicine, and the Statewide Campus System. Residencies include family medicine, internal medicine, general surgery, obstetric and gynecological surgery, orthopedic surgery, and physical medicine and rehabilitation. Fellowships are offered in cardiology, hematology and oncology, and sports medicine. McLaren Greater Lansing also participates in a citywide emergency medicine residency program.

McLaren Greater Lansing's accomplishments testify to its experience. In its earliest days, mothers came to McLaren Greater Lansing to give birth. Today, it delivers more than 1,900 newborns annually in labor-delivery-recovery-postpartum suites that encourage birth as a family experience. Dr. Seong Chi and his heart team performed the first open heart surgery in 1965. Today, it still does open heart surgery, but it has excelled in minimally-invasive placement of balloon angioplasties and stents, coronary brachytherapy, and endovascular surgery. The first arthroscopic knee replacement surgery was done by Dr. Lanny Johnson in the early 70s. Today, McLaren Greater Lansing is ranked among the top 5% nationally for total joint replacement. Through its McLaren affiliation with the Karmanos Cancer Institute, it can take advantage of combined clinical skills and research trials to offer patients a wide array of treatments used in nationally renowned cancer treatment centers.

REPORTING RELATIONSHIPS

The Major Gift Officer will report to the Vice President, McLaren Greater Lansing Foundation.

PRINCIPAL OPPORTUNITIES

It is an exciting time for McLaren Greater Lansing with the most recent announcement of their new hospital. In December 2017 McLaren announced it will consolidate its two current Lansing hospital facilities into a new \$450 million campus adjacent to Michigan State University in South Lansing. Additionally, the health care system and MSU announced they will expand partnerships on research, education, and clinical services.

The new campus will house a 240-bed state-of-the-art hospital, cancer center, ambulatory care center, and other facilities to support health care delivery, educational opportunities, and medical research. When fully complete, this comprehensive health care campus will be home to more than 1,000 physicians, researchers, educators and other members of the academic and medical team. The current estimated timeline to open the facilities is late 2021.

This amazing partnership brings the Foundation one step closer in launching a multi-million dollar campaign that will be announced in 2018.

PRIMARY RESPONSIBILITIES

The Major Gift Officer will

- manage a personal portfolio of 75-100 major gift prospects primarily comprised of corporate, individuals, and family foundations with a target gift potential of \$10,000 or more;
- establish and maintain long-term relationships among donors, the hospital, and Foundation to effectively move supporters up the continuum of giving;
- develop and execute strategies for prospecting, cultivating, soliciting, and stewarding major gift prospects to meet the fundraising and revenue goals in concert with strategic priorities and objectives;
- increase the number of major gift donors by aggressively researching, cultivating, and soliciting new prospects, soliciting and closing 12-15 major gifts per year;
- effectively communicate the Foundation's mission, vision, values, and priorities within the internal and external community;
- write and/or assist in drafting major gift proposals which clearly articulate the need for a contribution and links this need to the prospective donors' giving interests, translating scientific information into lay language as needed;
- develop and maintain a stewardship plan for each donor within an assigned portfolio which includes thanking and recognizing donors for their contribution, ensuring that the gift is used in accordance with the donor's wishes, and reporting to the donor on what has been accomplished;
- follow established procedures for tracking and qualifying prospects and for recording and reporting gifts and document all cultivation and solicitation activities with prospects;
- allocate and prioritize time and resources to achieve the greatest return on investment;

- in collaboration with the Vice President, develop major gift fundraising plans and strategies;
- establish realistic and achievable timelines;
- ensure the timely routing of donor contributions for processing; and
- adhere to confidentiality and data usage policy for the hospital.

KEY COLLEAGUES



Sarah L. Spradlin, CFRE

Vice President, McLaren Greater Lansing Foundation

Sarah serves as vice president of McLaren Greater Lansing Foundation, where she leads all fundraising and ambassador efforts through strategic plan development, collaborative partnerships and donor cultivation. She is responsible for planning and implementing the largest campaign in the Foundation’s history, raising funds to support *Redesigning Health Care*, a project consolidating McLaren’s two current Lansing hospital facilities into a new \$450 million campus adjacent to Michigan State University. The new campus will house a 240-bed state-of-the-art hospital, cancer center, ambulatory care center, and other facilities to support health care delivery, educational opportunities, and medical research.

She is a 20-plus year veteran in fundraising with an extensive background in managing highly successful organizations. She is passionate about implementing fundraising best practices to move McLaren Greater Lansing Foundation to the next level. Before joining the Foundation, Sarah served as regional vice president for philanthropy for Mercy St. Louis. Prior to Mercy, Sarah spent nearly six years at Children’s Hospital of Michigan in various senior fundraising positions including vice president for development. Prior to joining Children’s, Sarah began her healthcare philanthropy career as Director of Development for the Beaumont Foundation. Sarah is past President of the Michigan Association for Healthcare Philanthropy.

Sarah has served as CEO for two national nonprofit organizations, the Women’s Philanthropy Institute and CMRS, a physician membership association. Following completion of her master’s degree in public administration, she served for five years in various roles including Deputy Director for the American Society for Public Administration in Washington, DC. Sarah spent the first six and a half years of her advancement career in various roles with the Council for Advancement and Support of Education (CASE). She serves as a member of the Greater Lansing Food Bank’s Empty Plate Dinner Host Committee and as chair of the event’s Silent Auction Committee. A native of Michigan, Sarah holds degrees from Michigan State University and The George Washington University.



Scott S. Stewart
Chair, McLaren Greater Lansing Foundation

As someone who has lived in the Greater Lansing area nearly all of his life, Scott believes strongly in supporting the local community. The Michigan State University graduate joined the McLaren Greater Lansing Foundation Board of Trustees in 2007 at the urging of one of his mentors, who told him “there were a lot of good people there doing a lot of good things.” He has particularly enjoyed resurrecting, and then serving on, the Business Partners in Health Committee because of its connection to what he does in his job as vice president of business banking at The Huntington Bank in East Lansing. He believes strongly in McLaren Greater Lansing’s focus on patient care and comfort, and says “putting the patient at the center of everything the hospital does” is the right thing to do. Scott’s work keeps him “in perpetual motion.” But he knows how to relax, often spending his Saturday afternoons in the fall with his feet propped up while watching college football.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Major Gift Officer should have

- demonstrated success in soliciting and closing five- and six-figure gifts;
- healthcare or higher education fundraising experience and prior volunteer management;
- ability to communicate clearly, concisely, and professionally both orally and in writing and proofread work for errors;
- excellent interpersonal skills as well as strong presentation and liaison skills;
- strong organizational and time-management skills;
- ability to operate independently and deal effectively and persuasively with medical staff, corporate executives, management, and staff;
- ability to display tact and diplomacy in difficult or sensitive situations;
- ability to make independent decisions, establish priorities, set objectives, achieve stated goals, efficiently and effectively manage several projects simultaneously, and move multiple projects forward while meeting respective and sometimes tight deadlines;
- extensive knowledge of fundraising principles and techniques with a proven ability to secure philanthropic donations for a large organization;
- ability to learn quickly and easily adapt to changing situations;
- experience researching topics to gain knowledge and understanding when information gaps exist;
- ability to interpret and analyze prospect research data in order to execute a major gift fundraising plan;
- proficiency in Microsoft Office and Microsoft Outlook as well as experience in Raiser’s Edge software;
- ability to develop solutions to complex problems that require the use of ingenuity and creativity;
- passion about the mission of the hospital and Foundation; and
- an entrepreneurial spirit and a sense of humor.

A Bachelor's degree in Marketing, Public Relations, Business Administration or a related area is required for this position as is 3 to 5 years of experience working as a fundraising professional in direct major donor solicitation in excess of \$10,000.

SALARY & BENEFITS

McLaren Greater Lansing offers a competitive salary and benefits package.

LOCATION

McLaren Greater Lansing Foundation is located in Lansing, Michigan.

DIVERSITY AND INCLUSION

McLaren Health Care is an Equal Opportunity Employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sexual orientation, gender identification, age, sex, marital status, national origin, disability, genetic information, height or weight, or status as a qualified Vietnam era or special disabled veteran, or other classification protected by law.

NICOTENE FREE WORKPLACE

To provide a safe, healthy environment for its patients, employees and visitors, McLaren Health Care and McLaren Greater Lansing **do not hire individuals who use nicotine** and will conduct nicotine testing during the pre-employment process.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, please contact Angelique Grant:
angelique@aspenleadershipgroup.com.

All inquiries will be held in confidence.



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