

ASPEN • LEADERSHIP • GROUP

MAJOR GIFTS OFFICER—CANCER PLATFORM

WAKE FOREST BAPTIST MEDICAL CENTER

Winston-Salem, North Carolina

<http://wakehealth.edu>



The Aspen Leadership Group is proud to partner with Wake Forest Baptist Medical Center in the search for a Major Gifts Officer—Cancer Platform.

The primary responsibility of the Major Gifts Officer is to execute and expand upon Wake Forest Baptist Medical Center's strategic fundraising plan to support the mission of the Medical Center with a focus on securing philanthropic funds for the NCI-Designated Comprehensive Cancer Center. This position will coordinate all prospect management, proposal development, and stewardship for a portfolio of prospects. Leveraging experience and knowledge, the Major Gifts Officer engages a mature portfolio of medium to high net worth individuals to achieve leadership gifts for key institutional priorities.

Wake Forest Baptist Medical Center is a nationally recognized academic medical center with an integrated enterprise including educational and research facilities, hospitals, clinics, diagnostic centers, and other primary and specialty care facilities serving 24 counties in northwest North Carolina and southwest Virginia.

Its divisions include Wake Forest Baptist Health, a regional clinical system with close to 175 locations, 1,100 physicians, and 1,060 acute care beds; Wake Forest School of Medicine, an established leader in medical education and research; and Wake Forest Innovations, which promotes the commercialization of research discoveries and operates Wake Forest Innovation Quarter, an urban research and business park specializing in biotechnology, materials science, and information technology. Wake Forest Baptist clinical, research, and educational programs are annually ranked among the best in the country by *U.S. News & World Report*. Wake Forest Baptist holds the coveted *Gold Seal of Approval* from *The Joint Commission* and in 2016 was ranked nationally in five adult medical and surgical specialties by *U.S. News & World Report*.

The Medical Center is the region's only Level I trauma center, renowned for handling the most complex medical cases. With clinical expertise in more than 100 specialties including cancer, cardiology, geriatrics, nephrology, neurosciences, orthopaedics, pediatrics, and urology, patients from across the country rely on the Medical Center for quality health care and compassionate service. Brenner Children's Hospital, which is nationally ranked by *U.S. News & World Report* in orthopaedics, is located on the main campus and offers a full range of specialized pediatric services. Wake Forest School of Medicine is recognized as one of America's best graduate schools for its innovative, experiential learning curriculum, primary care training, and research programs. The School of Medicine directs the education of nearly 2,500 students, residents, and fellows including physicians, basic scientists, and allied clinical professionals. The graduate school offers MD, PhD, and MS degrees, as well as five joint-degree programs. The school's faculty focuses on pioneering breakthroughs in advanced medicine, basic science, and leading-edge health care technologies. In July 2016, Wake Forest opened the Bowman Gray Medical Education Building, placing the School of Medicine at the forefront of patient centered medical education and residency readiness.

REPORTING RELATIONSHIPS

The Major Gifts Officer—Cancer Platform will report to the Assistant Director of Major Gifts.

PRINCIPAL OPPORTUNITIES

It is a tremendously exciting time to be a part of the NCI-Designated Comprehensive Cancer Center at Wake Forest Baptist Medical Center. The ideal candidate will be able to engage an established portfolio quickly and work as a part of a team that includes physicians and researchers truly impacting cancer treatment and delivering compassionate care.

In the last three years, our cancer center has hired more than 30 new faculty, infusing our center with energy and momentum. Our world-class research program has experienced an increase in NCI funding in recent years up to \$18.8 million in 2016. Wake Forest School of Medicine is among the most competitive medical schools in the country and the affiliation between the medical school and the medical center is seamless, enhancing teaching excellence and promoting both clinical and basic research. *US News & World Report* ranks the Comprehensive Cancer Center at Wake Forest Baptist Medical Center in the top 20 cancer centers nationwide.

In 2013 we opened a beautiful expansion to our building, making us the largest cancer center in North Carolina and one of the few in the country that houses inpatient and outpatient services in a single location. We hold special designations or accreditations in the areas of surgical oncology, breast cancer, lung cancer screening, pancreatic cancer, and patient support programming.

PRIMARY RESPONSIBILITIES

The Major Gifts Officer—Cancer Platform will

- identify, cultivate, and solicit individuals for major gifts (\$100,000 and above);
- manage a portfolio of approximately 120 major gift prospects with the capacity to support the mission of the Medical Center with substantial gifts;
- conduct 125-150 visits annually;
- steward non-endowed major gifts;
- identify and qualify prospects following established procedures to create, implement, document, and update solicitation strategies;
- work closely with institutional leadership and volunteers appropriate to the level of cultivation and solicitation;
- establish and maintain long-term relationships between donors and the Medical Center to effectively move donors along the continuum of giving;
- reflect a passion for the mission of the Cancer Center;
- effectively communicate the mission, vision, values, and priorities within the internal and external community, translating scientific information into lay language as needed;
- maintain an active knowledge of key planned giving vehicles and partner with planned giving officers as needed to support this component of gift opportunities;
- develop and track major gift and select principal gift proposals in collaboration with appropriate faculty/staff and proposal recipients;
- develop and maintain excellent working relationships with faculty and staff to identify potential prospects, including grateful patients, and provide them with feedback as appropriate;

- demonstrate attentiveness to required standards for response to referrals (Rapid Response techniques), qualification of prospects, and development of cultivation plans for patients;
- proactively utilize wealth screening to provide patient names for faculty review;
- collaborate with Corporate and Foundation Relations to identify and cultivate individuals associated with corporations and foundations;
- assist with the development and implementation of procedures relating to Cancer Advisory Group procedures, structure, and fundraising responsibilities;
- ensure consistency and coordination with the Board of Visitors and other internal Advisory Groups;
- ensure performance complies with all pertinent policies and procedures governing HIPAA and ethical fundraising standards; and
- at the direction of the Department's Senior Leadership Team, provide leadership to special projects as assigned.

KEY COLLEAGUES



Allison Brouillette
Assistant Director of Major Gifts

Allison's role is chief development officer for the Comprehensive Cancer Center at Wake Forest Baptist Medical Center. She provides key strategic input on grateful patient fundraising and board engagement. She values partnerships with the terrific cancer faculty at Wake Forest. Most recently Allison was a Major Gift Officer at Rhode Island Hospital, the major teaching affiliate of the Warren Alpert Medical School at Brown University. Allison is an energetic relationship builder and driven fundraiser. The individual filling this role will be a direct report and trusted teammate.



Lisa Marshall
Vice President of Philanthropy and Alumni Relations

Lisa was recently promoted in a seamless succession plan into her role after serving for 6 years as Associate Vice President. She is the head of the fundraising program for Wake Forest Baptist Health (including all affiliates), Wake Forest School of Medicine, and Wake Forest Institute for Regenerative Medicine. Lisa provides thoughtful guidance for all areas of the philanthropy program and is the philanthropy team's interface with key medical center and university leadership. Lisa values collaboration and comradery.



Boris Pasche, MD PhD
Director of the Comprehensive Cancer Center

Dr. Pasche has been at Wake Forest Baptist Health for three years. He is a Hematologic Oncologist with a focus on colon and gastrointestinal cancers. He successfully renewed the grant for the Cancer Center's NCI renewal in 2016. He has been the driver behind more than 35 new hires, infusing the cancer center with tremendous momentum. He is a wonderful philanthropic partner and has assisted with the cultivation of several transformation gifts including four endowed professorships. He encourages integration of philanthropy in cancer center strategy and the frontline fundraising team is part of his administrative advisory group.

Ed Crowder**Assistant Vice President, Major and Planned Gifts**

Ed started at Wake Forest Baptist Medical Center almost 20 years ago as a Major Gift Officer. He has a deep knowledge of the local and regional donor base and institutional history. He is a quick, action-oriented supervisor. Ed is a metrics driven fundraiser, but always available for a conversation about donor engagement and a skilled team builder.

Leigh McIlwain**Director of Major Gifts**

Leigh has a long work history of raising major gifts at universities. She worked at Wake Forest and Wake Forest Baptist some years ago and elected to come back to the medical center two years ago. She provides leadership and guidance for all of the frontline fundraisers in addition to serving as the chief development officer for cardiology. Leigh is dedicated to enhancing the skills of her team and the exchange of ideas.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Major Gifts Officer–Cancer Platform will have

- adeptness at working with high net worth individuals utilizing demonstrated credibility, partnership, influence, leadership, and diplomacy;
- ability to work in a complex environment with the skills necessary to establish priorities and set objectives;
- demonstrated success at achieving stated goals with a self-managing nature and high attention to planning and follow-through;
- experience establishing and executing priorities and achieving stated goals in a complex environment;
- independence and ability to move multiple engagements/projects forward;
- exceptional written and oral communication skills;
- proven presentation abilities;
- strong political acumen, interpersonal skills, leadership skills, and planning skills;
- ability to relate research and program goals to external audiences; and
- proficiency in Microsoft Office (Outlook, Word, Excel, PowerPoint).

A bachelor's degree is required for this position as is three to five years of fundraising experience. An advanced degree and experience in a Medical Center are preferred.

SALARY AND BENEFITS

Wake Forest Baptist Medical Center offers a competitive benefits and compensation package.

DIVERSITY AND INCLUSION

Diversity as a core value embodies inclusiveness, mutual respect, and multiple perspectives and serves as a catalyst for change resulting in health equity. In this context, Wake Forest Baptist Medical Center is mindful of all aspects of human differences such as socioeconomic status, race, ethnicity, language, nationality, sex, gender identity, sexual orientation, religion, geography, disability, and age.

Inclusion is a core element for successfully achieving diversity. Inclusion is achieved by nurturing the climate and culture of the institution through professional development, education, policy, and practice. The objective is creating a climate that fosters belonging, respect, and value for all and encourages engagement and connection throughout the institution and community.

LOCATION

This position is based in Winston-Salem, North Carolina.

APPLICATION PROCESS

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, contact Greg Duyck: gregduyck@aspenleadershipgroup.com.

All inquiries will be held in confidence.

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