



ASSOCIATE VICE PRESIDENT, GIFT PLANNING

PHOENIX CHILDREN'S HOSPITAL

Phoenix, AZ

<https://www.phoenixchildrens.org>

The Opportunity:

Phoenix Children's Hospital is seeking an Associate Vice President, Gift Planning to help drive significant growth in legacy support in the coming years and in support of the upcoming expansion campaign.

We are embarking on a new, \$500 million campaign. Planned gifts are expected to comprise 20% of the goal, and the AVP will play a critical part in reinvigorating the planned giving program to ensure that it is campaign ready.

Overview

[Phoenix Children's Hospital](#) has provided hope, healing, and the best healthcare for children since it was established in 1983, growing to become one of the leading pediatric healthcare systems in the country. With a medical staff of nearly 1,000 pediatric specialists, Phoenix Children's provides inpatient, outpatient, trauma, and emergency care across more than 75 pediatric subspecialties, the most comprehensive pediatric care available in the state. The Hospital's [Centers of Excellence](#)



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have grown in size and expertise to place them on par with some of the most prestigious of their kind in the United States.

Phoenix Children's has been named to [U.S. News & World Report's Best Children's Hospital list](#) for the ninth year in row and, in 2019 – 2020, in all 10 categories. The health system remains Arizona's only children's hospital to be recognized by *U.S. News & World Report* and is one of only



24 children's hospitals in the United States to make the list in all 10 surveyed specialties for 2019 - 2020.

Over the next five years, Phoenix Children's will build on its achievements and accelerate its investments in the people, research, technologies, and programs that will solidify its position as a world-class hospital for decades to come. That means recruiting physician-scientists who will change the shape of medicine from right here in Phoenix; fostering discoveries that will improve the quality and length of children's lives; establishing groundbreaking, destination programs that will attract young patients from around the world; and driving innovations that will give ill and injured children hope beyond their wildest dreams.

To meet the needs of its growing community, Phoenix Children's also has continued to expand its facilities.

Specialty and urgent care centers in high-growth areas of the Valley and across the state serve the needs of patients and families in [their own neighborhoods](#). Today, the most visible evidence of growth is the 11-story tower on the Hospital's main campus, which offers a comprehensive, family-centered hospital that allows doctors and nurses to deliver expert care and healing to the communities' youngest patients.

The [Phoenix Children's Hospital Foundation](#) (PCHF) serves as the fundraising partner to the Hospital and provides needed support for critical programs, capital projects, and a variety of services that are entirely supported by philanthropy. Today, Phoenix Children's Hospital's pursuit of excellence and culture of innovation are propelling it toward a remarkable future.



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The Role – Associate Vice President, Gift Planning

Reporting to the Vice President, Individual Giving, the Associate Vice President, Gift Planning will be a seasoned fundraiser and program manager, with the strategic skills necessary to build a campaign-ready program. This senior leader will serve as a cross-department expert and partner in cultivating significant deferred and asset-based gifts.

The Gift Planning department will ultimately encompass a dynamic team of 3 and will develop close partnerships across Philanthropy, Finance and Operations.



The ideal candidate will be energetic and enthusiastic, a strategic thinker, and effective manager and mentor, metrics-driven, and is comfortable working in a dynamic and fast paced environment.

Preferred Competencies:

- Demonstrated ability to engage donors across all levels of giving in discussions about their values as well as personal and family financial/philanthropic goals.
- Can identify specific instances where they have built trust with high-net-worth individuals and families that have led to meaningful current and deferred gifts.
- Bachelor's degree or Master's in business, philanthropy, or related field. MBA or JD preferred.
- Experience managing a team with aggressive fundraising goals.
- Campaign experience, preferably \$500M or more.





- Can offer specific examples of donor relationship building, solicitation, and stewardship of current and deferred legacy gifts.
- An understanding of direct marketing principles and commitment to implementing multichannel planned giving marketing.
- Minimum of 10 years of gift planning experience with a preference for a seasoned gift planning professional with a background in an academic medical center, free-standing hospital, or comparable academic/university, and/or national healthcare organization.

Position Duties:

- Provides overarching strategic direction to the Gift Planning Program and is responsible for developing and executing strategies that accelerate the growth of the program to become a \$20M program annually.
- Understands the various competencies needed to manage and expand a sophisticated gift planning program (marketing, compliance, estate administration, donor relations, complex gift solicitations) and engages organizational and/or outside experts, partners and vendors needed to leverage existing competencies.
- Serves as a member of the campaign leadership team.
- Supports the Finance department to ensure impeccable accountability of the program including upholding our technical, legal, and fiduciary integrity
- Manages a team of three. Provides mentoring and support necessary to maintain a high level of efficiency and success among team. Looks for opportunities to support the growth of team members' skills and career trajectories.
- Partners across the Foundation (individual and corporate) to foster a positive and donor-centric experience in all our outreach.
- Manages a portfolio of 50-75 principal gift prospects, often in partnership with the major gifts team and serves as a consultant on complex gift opportunities across the Foundation.
- Cultivates and solicits qualified donors in partnership with other senior staff for transformative campaign giving opportunities.
- Prepares and staffs CEO, executive team, medical leadership, and board members for making donor calls and visits.





- Works closely with physicians, clinicians, researchers, and other medical staff, in a HIPAA compliant manner, to identify and create opportunities to invest in programs representing core organizational priorities and reports back to donors on the impact of their support.
- Serves as a PCH ambassador and as a speaker/presenter to outside groups and organizations, including the professional advisory community.
- Understands the importance of data-driven, multi-channel direct marketing as a key driver of the deferred gifts pipeline and is executive lead for the planned giving strategic marketing plan.
- Monitor contract, billing, vendors, and estate settlement activities.
- Provides strategic oversight and management of Legacy Society and gift planning advisory council.
- Provides ongoing education to front-line fundraisers on best practices and current trends in gift planning (complex/blended gifts, discovery work, and stewardship).



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Diversity and Inclusion:

Phoenix Children's Hospital complies with applicable federal civil rights laws and does not discriminate based on race, color, religion, sex, national origin, age, genetic information, physical or mental disability, military or veteran status, sexual orientation, or gender identity/expression.

Leadership



Steven Schnall

***Senior Vice President and Chief Development Officer
Phoenix Children's Hospital Foundation***

Steven Schnall has served Phoenix Children's since 1983. In his current role as Senior Vice President and Chief Development Officer, Phoenix Children's Hospital Foundation, Steve provides strategic leadership for all aspects of philanthropy for the Hospital. Under his direction, the Foundation has led numerous successful campaigns that supported development of Phoenix Children's.

Steve's prior roles at Phoenix Children's included Vice President, Business Development and Outreach, where his responsibilities included strategic planning, marketing and public relations, community relations, physician relations, and grants. He has also served as Vice President, Ambulatory Services and additional administrative posts for the Hospital.

Steve is a graduate of Arizona State University where he received a Bachelor of Arts, Psychology. He received a Master of Arts in Organizational Management from University of Phoenix.



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Kelley Morris
Vice President, Individual Giving

Kelley Morris joined Phoenix Children's Hospital Foundation in 2019. In her role as Vice President of Individual Giving, Kelley provides leadership and strategic oversight of a team responsible for Major and

Principal Gifts, Annual Giving, Planned and Legacy Giving and Foundations. She also serves as a member of the hospital's senior leadership team.

Kelley brings more than 20 years of experience in healthcare philanthropy. Prior to joining Phoenix Children's, Kelley held senior fundraising positions at City of Hope Medical Center, University of Southern California-Doheny Eye Institute, Cedars-Sinai Medical Center and Baylor College of Medicine.

Kelley has a Master's Degree in Health Care Administration from Texas Woman's University, and a Bachelor of Science Degree from the University of Texas Medical Branch.

Send nominations or cover letter and resume to:

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