

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®



Chief Development Officer

Position Guide

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ABOUT THE AMERICAN ACADEMY OF PEDIATRICS <http://www.aap.org/>

Mission

The mission of the American Academy of Pediatrics is to attain optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults. To accomplish this mission, the AAP shall support the professional needs of its members.

Vision

Children have optimal health and well-being and are valued by society. Academy members practice the highest quality health care and experience professional satisfaction and personal well-being.

Founded in 1930, the American Academy of Pediatrics (AAP or "Academy") and its member pediatricians dedicate their efforts and resources to the health, safety and well-being of infants, children, adolescents, and young adults. The AAP is the nation's leading advocacy organization for children and the leading source of children's health-related information for pediatricians and their patients. The Academy's approximately 66,000 members include pediatricians, pediatric medical subspecialists and pediatric surgical specialists from the United States, Canada and around the world. More than 34,000 members are board-certified and called Fellows of the American Academy of Pediatrics (FAAP). Each year 76 million children are seen by Academy members. AAP recommendations form the basis of pediatric preventative care. AAP advocates for access to healthcare for all children, adolescents and young adults and works with government and communities, particularly at the federal and state levels. The Academy also oversees HealthyChildren.org, the only parenting website backed by pediatricians with 46 million visitors since 2009, and has the world's largest pediatric publishing program with 300 publications for families and over 500 publications for physicians and other health care professionals, including *Pediatrics*, its monthly scientific journal, and *AAP News*, its membership news magazine. AAP's Helping Babies Breathe program saves more than 1 million babies' lives each year.



The American Academy of Pediatrics, a 501(c)(3) organization, is governed by an engaged 10-member Board of Directors consisting of ten elected chairpersons from regional districts. AAP has 27 national committees, 11 councils and 47 sections comprised of over 40,000 specialists. In addition, there are 59 state chapters in the United States and seven chapters in Canada. The Executive Committee conducts the daily business of the

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AAP and consists of the President, President-Elect, Immediate Past President, and Executive Director/Chief Executive Officer. The Executive Director/CEO, an ex-officio member of the Executive Committee, leads AAP and oversees 14 departments and 26 divisions that carry out the Academy's mission. The Executive Director/CEO manages a dedicated staff approaching 500 employees and oversees an annual budget of \$125 million. AAP is headquartered in Elk Grove Village, a suburb of Chicago near O'Hare airport, and has a federal affairs office in Washington DC.

The Academy's activities and programs are funded through diverse sources including membership dues, revenues from continuing medical education activities, subscriptions and publications, and through philanthropic support from individuals, corporations, and foundations. In the past three years, AAP has increased philanthropic and corporate sponsorship support from \$12 million to \$15 million that fund 200 national and international health programs. Individual and organizational donations to the Friends of Children's Fund and Tomorrow's Children Endowment provide flexibility in advancing child health and responding to immediate needs, such as the Zika virus or lead poisoning in Flint, Michigan. Major corporate donors include Abbott Nutrition, Johnson & Johnson, Merck, Proctor & Gamble, and Regeneron Healthcare Solutions.



In July 2016, AAP began construction on a state-of-the-art world-class headquarters in Itasca, Illinois. This five-story, 183,000 square-foot building is scheduled to be completed by September 2017. The Academy is committed to securing at least \$4 million in philanthropic support for the \$50 million building project. Wealth screening and modeling data shows strong potential for achieving success within two years, with significant progress so far in

securing pledges from Academy leadership. The capital campaign will further help build AAP's emerging culture of philanthropy and encourage major gift generosity from individual and institutional donors. To further their success in advancing children's health and complete the capital campaign, the American Academy of Pediatrics seeks an innovative and dynamic Chief Development Officer to develop and implement effective partnerships that increase philanthropic revenues.

THE POSITION

The Chief Development Officer provides overall vision, leadership and strategic direction for the American Academy of Pediatrics' development programs. This position reports directly to Executive Director/CEO. The Chief Development Officer serves as an essential member of the senior leadership team and will work closely with the Chief Public Affairs Officer and the Executive Staff. The Chief Development Officer leads and manages an 11-member development team and directly oversees three divisional positions: Director, Individual Giving; Director, Development Operations and Donor Relations; and Director, Corporate and Foundation Relations. In order to be successful, the Chief Development Officer, an energetic, mission-focused,

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and collaborative strategist, will need to focus on building a strong, diversified base of individual giving while continuing to grow AAP's corporate and institutional partnerships.

RESPONSIBILITIES

The Chief Development Officer will have the following primary responsibilities:

- Provide leadership for a robust, comprehensive fundraising program of individual giving (annual gifts, major gifts and planned gifts), corporate grants and sponsorships, and foundation support necessary to advance AAP's strategic objectives and increase capacity for the capital campaign.
- Strengthen the organization's overall fundraising capacity with individual donors, sponsors, corporations and other partners, with an emphasis on growing AAP's individual giving programs and broadening and diversifying its base of corporate donors.
- Provide direction and oversight to the Academy's signature capital campaign, focusing on the immediate needs for the new headquarters' financial support:
 - Serve as primary campaign manager by facilitating the work of volunteers, providing support for campaign assignments and working with the Campaign Steering Committee, the Board of Directors, and the Committee on Development to set priorities and meeting agendas.
 - Managing a portfolio of campaign gift prospects, including maintaining regular contact with Campaign Steering Committee solicitors to assist with moving prospects toward solicitation.
 - Identifying, cultivating and soliciting prospects, as well as stewarding those who have already made commitments.
 - Developing and monitoring the portfolios of top-rated prospects for key leaders, particularly the Executive Director/CEO.
 - Overseeing donor recognition and stewardship, campaign events, campaign collateral, and communications.
- Oversee the operations of the fundraising teams in a collaborative manner, ensuring achievable goals, accountability and outcome measures that clearly demonstrate fundraising achievement success.
- Coach, motivate and develop the team ensuring that their talents and abilities are fully engaged and they are challenged to work innovatively to diversify and increase funding. Provide opportunities for training, teambuilding and membership in professional fundraising associations.
- Provide leadership and appropriate staffing to the Board of Directors, the Campaign Steering Committee, the Committee on Development and any other assigned committees, groups and task forces as needed.
- Collaborate with the Executive Staff in assessing and developing the Academy's strategic and financial goals, and develop approved budgets and implement plans to meet annual philanthropic revenue goals
- Lead and help develop the necessary culture change both internally and externally to prioritize and solidify the impact of existing and new programs.
- Manage the development department's budget of \$1.9 million for strong return on investment.

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- Develop and broaden AAP's relationships with industry/corporate funders; implement guidelines and policies that align with the Academy's mission, values and industry best practices.
- Work closely with the public affairs and marketing teams to coordinate appropriate communications and marketing strategies and efforts to attract new donors, sponsors and partners, and increase AAP's philanthropic visibility, including cause-related marketing and other public awareness campaigns.

MAJOR OBJECTIVES

Within the first 12 to 18 months, the Chief Development Officer will achieve the following major objectives:

- Lead, build, and mentor a development team that inspires trust and confidence with the Executive Director/CEO, Board of Directors, Campaign Steering Committee, Committee on Development and Executive Staff.
- Develop and implement a strategic development plan that prioritizes AAP's funding goals, increases annual, major and planned gifts significantly, and continues to grow corporate and foundation giving.
- Oversee the successful completion of the capital campaign.
- Perform increasing responsibilities and duties as assigned by the Executive Director/CEO.



QUALIFICATIONS

The ideal candidate will possess most of the following qualifications:

- A passionate, enthusiastic commitment to the AAP's mission and children's health.
- A minimum of seven to ten years of senior-level leadership experience in managing successful fundraising teams, including individual, corporate, and foundation giving. Experience with healthcare/association fundraising and/or capital campaigns would be an advantage.
- A bachelor's degree from an accredited college or university; an advanced degree and/or professional certification (CFRE) would be preferred.
- Proven success in developing and implementing strategic fundraising plans and prioritizing a wide range of philanthropic initiatives.
- Experience in raising leadership and major gifts at the six-figure and seven-figure level.
- Proven experience as a member of the executive management team of a complex organization, including working closely with engaged boards, volunteers and development committees.
- A flexible team player with willingness to listen, learn and grow into increasing responsibilities within a changing work environment.

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- Proven ability to hire, supervise, motivate and retain a development team that strives to achieve excellence and exceed goals, leading in a focused, open and team-oriented manner.
- An open, collaborative and transparent leadership style known for strategic thinking, innovation, high integrity and political astuteness.
- A quick study and exceptional strategist adept at planning and prioritizing with strong analytical and problem-solving skills, tempered with flexibility and attention to detail.
- Strong interpersonal and motivational skills that establish rapport, confidence and trust, including ease and skill in conveying AAP's mission to a wide variety of constituencies.
- Excellent communication skills with a persuasive ability, including strong written, verbal and presentation skills.
- Strong financial management skills with experience in fundraising and budget analysis, forecasting and planning.
- High degree of technological proficiency, including experience with donor management and fundraising software applications, particularly Luminare and/or The Raiser's Edge.
- Ability to travel as necessary and attend program and fundraising activities as needed, including evenings and weekends.

APPLICATION

The American Academy of Pediatrics has retained Campbell & Company to conduct this search. AAP offers a highly competitive salary, a comprehensive benefits package, and relocation assistance.

The team for this project includes Dan Nevez, Consultant, and Joey Scheiber, Associate Consultant. To be considered for this opportunity, please send a letter of interest and resume to:

Joey Scheiber

Associate Consultant, Executive Search
Joey.Scheiber@campbellcompany.com

(312) 896-8897 direct

Campbell & Company
www.campbellcompany.com

The American Academy of Pediatrics is an Equal Opportunity Employer (Minority/Female/Disabled/Veteran) that values the strength diversity brings to our workplace.