



Executive Director of Development, Cancer Center

Position Guide

Medical College of Wisconsin and Cancer Center

The Medical College of Wisconsin (MCW) is a private, freestanding medical school and graduate school of sciences located in Milwaukee with regional campuses in Green Bay and Central Wisconsin. Formerly affiliated with Marquette University, it has operated as an independent institution since 1967. MCW has three schools: School of Medicine, School of Pharmacy, and Graduate School of Biomedical Sciences, with more than 1,300 students currently enrolled in degree-granting educational programs. MCW is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools (HLC) and by the Liaison Committee on Medical Education (LCME). MCW has nearly 17,000 alumni, many of whom are in Wisconsin.

MCW provides patient care in every medical specialty and subspecialty with its nearly 1,650 physicians and more than 525 nurse practitioners, physician assistants and other healthcare practitioners. In 2016 MCW cared for approximately 530,000 patients at Children's Hospital of Wisconsin, Froedtert Hospital (FH), Zablocki VA Medical Center and many other hospitals and clinics in Eastern and Central Wisconsin. 464 MCW faculty physicians are listed in the 2015–2016 *Best Doctors in America*®, more than any other group practice or institution in Wisconsin.

MCW is a major national research center and the second-largest research institution in Wisconsin. In 2016 it invested over \$225 million in research leading to improved patient care and health outcomes. This total includes \$92.6 million from the National Institutes of Health (NIH); MCW is

MISSION

We are a distinguished leader and innovator in the education and development of the next generation of physicians, scientists, pharmacists and health professionals; we discover and translate new knowledge in the biomedical and health sciences; we provide cutting-edge, collaborative patient care of the highest quality; and we improve the health of the communities we serve.

KEY INFO

\$24.1M raised from philanthropic sources; 44 FTE's in MCW development office (FY 15/16)

currently ranked 45 out of 138 in the nation's medical schools in terms of NIH funding.

FH, Children's Hospital of Wisconsin, MCW and the F&MCW Cancer Center are located on the Milwaukee County Regional Medical Center Campus, eastern Wisconsin's only academic medical center. With 536 beds, FH is one of the adult teaching hospitals for MCW medical students, residents and fellows. In FY16, FH had over 27,500 patient admissions, over 67,200 ER visits, and over 3,000 trauma center patients evaluated.

The F&MCW Cancer Center delivers high-quality cancer care to over 4,000 unique new patients annually and follow-up care to a substantial portion of cancer patients in southeast Wisconsin. F&MCW is the inpatient and outpatient market share leader in cancer care in this primary service area. Cancer care services are delivered through a multi-disciplinary approach, and integrated with clinical research to deliver the most advanced, high-quality treatment options. Cancer is a top strategic priority of F&MCW.

The F&MCW Cancer Center is devoted to translating research into patient care and is an integrated partnership of cancer research scientists, physicians and clinical trial investigators and staff from MCW, Children's Hospital of Wisconsin, Zablocki VA Medical Center, and the BloodCenter of Wisconsin. The F&MCW Cancer Center is particularly well-known for its research into blood cancers, including leukemia, lymphoma and myeloma and cancers affecting the pancreas, lungs, breasts and the colon. The F&MCW Cancer Center is the only academic cancer center in southeastern Wisconsin and today has a primary goal to receive National Cancer Institute (NCI) designation, a mark of excellence held by 69 other cancer centers across the country.

Since its opening in 2006, the F&MCW Cancer Center has seen and treated more than 35,000 patients from all over Wisconsin, the Midwest and other countries. *FH has one of only seven MRI-guided radiation therapy machines in the world - Elekta's MR-linac.* In addition, the F&MCW Cancer Center has instituted new technology, including: 3D mammography, MR-Guided Focused Ultrasound (MRgFUS), Radixact™ adaptive, image-guided radiation therapy. There are more than 141 cancer clinical trials open, including 24 Phase I trials.

For complete information about MCW visit www.mcw.edu for information on the F&MCW Cancer Center visit www.mcw.edu/Cancer-Center.htm

The Position

Reporting to Chief Development Officer, and having a dotted line to the Director of the MCW Cancer Center, the Executive Director of Development, Cancer Center provides leadership and strategic direction to a



comprehensive program to secure significant new and increased support from grateful patients, MCW alumni, F&MCW Cancer Center faculty and staff, in addition to other friends of the institution. The Executive Director works in concert with the key clinicians and researchers driving MCW's NCI designation with the goal to identify, cultivate and solicit major gift prospects and donors for leadership commitments of at least \$50,000. S/he raises this support for F&MCW Cancer Center's research programs, patient programs and community engagement. The Executive Director will also work closely with MCW Cancer Center Board of Directors and its Executive Committee to secure their philanthropic support and

introductions to potential supporters in the community.

In 2013 the development offices of MCW and the FH Foundation joined together in a team that today numbers 44 full-time staff and raises over \$24 million annually. The Executive Director will directly manage an Individual Giving Officer, focused on high-level annual donors with the potential to become future major donors. Additional individual giving development staff will be added to the Executive Director's team as the Cancer Center's philanthropic revenue increases. This position is based in Milwaukee.

Major Objectives

Within the first 12 months, the Executive Director of Development, Cancer Center will achieve the following major objectives:

- Establish trust and confidence quickly with FH and MCW staff including clinicians and researchers, volunteers and alumni through capable leadership and authentic engagement of individuals in his/her donor portfolio.
- Be readily conversant about the case for donors to support the F&MCW Cancer Center research initiatives, patient care and the path to National Cancer Institute designation.
- Have developed a donor outreach strategy that produces, on average, 10-12 unique in-person meetings monthly with individuals in his/her donor portfolio. Secure between \$5 million and \$6 million in major gifts. Embrace the matrixed environment of MCW and aspire to improve fundraising results in his/her second year.
- With the Chief Development Officer, create and implement a strategy to grow Cancer Center fundraising results and expand the team.

Responsibilities

- Possess a comprehensive understanding of cancer-related terms, the strategic clinical and research priorities of the F&MCW Cancer Center. Familiarity with the mission and operations of FH and MCW.
- Possess a knowledge of NCI designation.
- Build and manage a portfolio which consists of approximately 150 leadership level donors and prospects believed to have the capacity to contribute at the \$50,000+ level; identify, qualify, cultivate, solicit and steward prospects and donors strategically to achieve this goal; secure a minimum of 120 annual visits with key prospects and donors.
- Works professionally, effectively and efficiently across all levels of FH and MCW. Develops and maintains relationships with faculty, staff, and volunteers associated with portfolio/programs; meets with colleagues across campus to coordinate and execute strategies.
- Conduct timely and effective stewardship of donor relationships.
- Properly record information about prospects and donors utilizing appropriate MCW databases.
- Prepare and monitor the F&MCW Cancer Center Development budget.
- Occasional travel both inside and outside of Wisconsin; infrequent evening and weekend work.



Qualifications

The ideal candidate will possess the following qualifications:

- At least ten years of success as a frontline fundraising leader managing high-level donor relationships and securing major gifts at the six- and seven-figure level.
- Exceptional written and verbal communication skills; ability to communicate technical information to a non-technical audience; excellent organizational skills.
- Ability to work independently in a deadline-oriented, team-based environment.
- Capacity to maintain discretion and a high level of confidentiality.
- Strong interpersonal skills; possess a comfort level in dealing with high net worth individuals; a high level of sophistication and maturity in social and professional settings.
- Ability to work collaboratively with colleagues, community and academic leaders in a team

environment.

- Comfort using personal computers and software programs; proficiency with MS Office, including Word, Excel and PowerPoint. Experience with Raiser's Edge a plus.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Large campaign experience is preferred.
- A bachelor's degree is required.
- CFRE certification a plus.

Application

Medical College of Wisconsin has retained Campbell & Company to conduct this search. The team for this project includes Andrew Smerczak-Zorza, Senior Consultant, and Daniel Fissinger, Consultant. To be considered for this opportunity, please send a letter of interest and resume to:

Daniel Fissinger

Consultant, Executive Search

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Campbell & Company

www.campbellcompany.com

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