



# Major Gifts Director, Cardiovascular Health

## ABOUT THE OFFICE OF DEVELOPMENT

The Office of Development represents and supports development efforts for both the Medical College of Wisconsin (MCW) and Froedtert Hospital (FH). We are currently in the quiet phase of our first ever combined comprehensive campaign, the Campaign for MCW and Froedtert Hospital. The Campaign is a philanthropic initiative focused on building healthy communities by applying the most innovative approaches to research and education, ultimately improving the way we deliver care.

## ABOUT THE MEDICAL COLLEGE OF WISCONSIN

The Medical College of Wisconsin is a distinguished leader and innovator in the education and development of the next generation of physicians, pharmacists, and health professionals. MCW is where a diverse group of thought leaders in science, medicine, education, and community engagement work together to build a healthier future. At the core of everything they do with their clinical partner, Froedtert Hospital, is academic medicine, a model – and a way of thinking – that finds scientists, physicians, and students working hand-in-hand with community to solve the toughest challenges in health and society at large. Together, and with the support of the philanthropic donations, they are committed to exploring every possibility to improve health in the region, the state, and beyond.

Explore the Region	MCW/FH Philanthropy Facts	Watch	Learn More
<a href="#">Visit Milwaukee</a>	Current \$220 million campaign nearing public phase (Fall 2019)	<a href="#">Knowledge Changing Life</a>	<a href="#">MCW Facts 2018</a>
<a href="#">2019 Most Diverse Neighborhoods</a>	\$59 million raised from philanthropic sources in FY19	<a href="#">MCW: Rewriting Stories</a>	<a href="#">Strategic Initiative &amp; Framework 2025</a>
<a href="#">Metropolitan Milwaukee Association</a>	40+ FTE in Office of Development	<a href="#">FH/MCW: Inspiring What is Possible</a>	<a href="#">MCW Annual Report</a>
<a href="#">Living &amp; Working in Milwaukee</a>			<a href="#">The State of Heart Research</a>
			<a href="#">Froedtert Hospital Facts</a>

## MAJOR GIFTS DIRECTOR, CARDIOVASCULAR HEALTH

More than 1,400 students are enrolled in MCW's medical school and graduate programs in Milwaukee, Green Bay, and Central Wisconsin. A major national research center, MCW is the largest research institution in the Milwaukee metro area and second largest in Wisconsin. In FY 2017, faculty received more than \$234 million in external support for research, training, and related purposes. This total includes highly competitive research and training awards from the National Institutes of Health (NIH). Annually, MCW faculty direct or collaborate on more than 3,100 research studies, including clinical trials. Additionally, more than 1,500 physicians provide care in virtually every specialty of medicine for more than 525,000 patients annually.

## ABOUT FROEDTERT HOSPITAL

The Froedtert & the Medical College of Wisconsin regional health network is a partnership between Froedtert Health and the Medical College of Wisconsin supporting a shared mission of patient care, innovation, medical research, and education. Froedtert Hospital, the primary adult teaching affiliate for the Medical College of Wisconsin, is a 604-bed academic medical center that delivers advanced medical care. Froedtert Hospital is nationally recognized for exceptional physicians and nurses, research leadership, specialty expertise, and state-of-the-art treatments and technology. It serves as an eastern Wisconsin referral center for advanced medical practice care in 37 specialties and is a major training facility with more than 1,000 medical, nursing, and health technical students in training.

In partnership with the Medical College of Wisconsin, it is also a respected research facility with more than 2,000 research studies, including clinical trials, conducted every year. Froedtert Hospital operates the region's only adult Level I Trauma Center.

Froedtert Hospital is named for our benefactor, Kurtis R. Froedtert, whose vision, support, and energy led to the opening of a new era in health care in 1980.

## CARDIOVASCULAR HEALTH AT MCW/FH

The Heart and Vascular Service Line at MCW supports multidisciplinary cardiovascular care, education, and research across all related disciplines in Cardiothoracic Surgery, Vascular Medicine and Surgery, and Critical Care Anesthesiology. These activities result in a vibrant environment for collaborative clinical care, research, education, and community engagement.



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Recent recruitment of nationally recognized physicians and researchers has positioned the service line to achieve national ranking in the near future.

The Medical College of Wisconsin [Cardiovascular Center](#) (CVC) focuses on the prevention, detection, treatment, and cure of the large family of cardiovascular diseases. With an overall mission to improve cardiovascular health in southeast Wisconsin and beyond, the CVC is at the frontlines of scientific discovery and innovative clinical care, bringing together the nation's most renowned researchers, physicians, mentors, and students. Together, they ignite the discoveries that help prevent, detect, and treat cardiovascular diseases, and improve the lives of our neighbors at home and globally.

Last year, the members of the CVC were awarded more than \$77 million in total funding, with \$30 million being funded by the National Heart, Lung, and Blood Institute of the National Institutes of Health. More than 50 trainees were mentored, and 465 scientific articles were published in peer-reviewed journals.

## THE POSITION

Reporting to the Associate Vice President for Philanthropy, the Major Gifts Director provides leadership and direction to secure new and increased support from grateful patients, MCW alumni, community leaders, and other friends of the institution. The Major Gifts Director works in concert with the key clinicians and researchers responsible for elevating the reputation and prominence of MCW's cardiovascular service line with the goal to identify, cultivate, and solicit donors for leadership commitments of at least \$50,000. S/he secures philanthropic support for research, education, and patient care initiatives supporting Froedtert Hospital, Froedtert Hospital Foundation, and the Medical College of Wisconsin programs.

The Major Gifts Director will collaborate frequently with major gift leaders supporting other service lines, the Planned Giving Director, and the Prospect Research staff. This position is based in Milwaukee.



## RESPONSIBILITIES

The Major Gifts Director, Cardiovascular Health will have the following primary responsibilities:

- Understand the mission and philanthropic priorities of Froedtert Hospital, Froedtert Hospital Foundation, and the Medical College of Wisconsin, and work collaboratively across the organizations and departments.
- Build a comprehensive understanding of the strategic clinical, research, education, and patient care priorities, as well as specific cardiovascular program priorities and needs.
- Build and manage a portfolio of 150+ major gift level donors and prospects, with capacity to contribute major gifts at the \$50,000+ level.
- Acting as principal donor strategist, creatively develop and implement innovative strategies for the successful solicitation of gifts to meet individual performance metrics as well as strategic goals and objectives of department.
- Articulate aspirational goals and philanthropic opportunities to donors and effectively match their interests with specific projects and programs needing support. Make persuasive verbal and written cases for supporting key priorities.
- Develop and maintain relationships with clinical department leaders, research faculty, staff, and volunteers associated with his/her portfolios/programs; facilitate regular meetings with faculty and staff colleagues to coordinate and execute philanthropic strategies, utilizing experience and knowledge to build consensus.
- Utilizing predictive analytics and prospect research resources, assess prospects, and develop and execute strategies designed to realize their current and lifetime giving potential.
- Cultivate planned giving opportunities and work collaboratively with the Planned Giving Director to close complex planned gifts.
- Participate in institutional advancement activities and events, including dinners, receptions, and other fundraising initiatives.
- Properly record all prospect and donor activities in the database.
- Manage and contribute to the creation and timely delivery of all donor-facing materials, including letters of inquiry, proposals, gift agreements, stewardship reports, etc.
- Actively seek to educate Cardiovascular Health faculty and staff on the importance of philanthropy and building a grateful patient program.
- Prepare and work within division budget and monitor resources and expenditures under span of control.



## MAJOR OBJECTIVES

Within the first 12 to 18 months, the Major Gifts Director, Cardiovascular Health will achieve the following major objectives:

- Establish trust and confidence with Froedtert Hospital and MCW staff including clinicians, researchers, nurses, and volunteers, through capable leadership and authentic engagement of individual donors in his/her donor portfolio.
- Be readily conversant about the case for support to Cardiovascular Health research initiatives, patient care, and the path toward higher national rankings.
- Develop a donor outreach strategy that produces 10+ unique in-person meetings with current or potential donors on a monthly basis. Secure multiple 6-figure gifts in support of Cardiovascular Health.
- Embrace the matrixed environment at Froedtert and MCW and develop a strategic fundraising approach to significantly increase philanthropic support to the Cardiovascular Health service line in the next three to five years.

## QUALIFICATIONS

The ideal candidate will possess most of the following qualifications:

- At least four years of successful professional fundraising experience, with a proven track record of closing five- and six-figure gifts in a complex environment.
- Organized professional with entrepreneurial spirit, creativity, and resourcefulness.
- Superior interpersonal and collaborative relationship skills, with demonstrated verbal presentation experience and written communication skills.
- Ability to work across a complex organization and provide highly visible inspired leadership. Professional credibility and decision-making integrity to gain trust of key constituents and leaders. Demonstrated ability to work effectively with all constituencies, fostering inclusiveness and diversity of ideas.
- Ability to work independently and thrive in a fast-paced deadline-oriented team environment. Ability to adapt to changing circumstances in a complex environment and embrace challenges.



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- Demonstrated analytic and strategic thinking capabilities. Experience with fundraising database software and Microsoft Office. Experience with Raiser's Edge is a plus.
- Capacity to maintain discretion and a high level of confidentiality.
- A Bachelor's Degree is required; an advanced degree would be preferred.

## APPLICATION

The Medical College of Wisconsin has retained Campbell & Company to conduct this search. The team for this opportunity includes Daniel Fissinger and Joey Scheiber. To be considered for this opportunity, please send a letter of interest and resume to:

[MGD.Cardio@campbellcompany.com](mailto:MGD.Cardio@campbellcompany.com)



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