



## Major Gifts Director, Neurosciences

### 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>			<a href="#">Strategic Initiative &amp; Framework 2025</a>
<a href="#">Metropolitan Milwaukee Association</a>	\$59 million raised from philanthropic sources in FY19	<a href="#">MCW: Rewriting Stories</a>	<a href="#">MCW Annual Report</a>
<a href="#">Living &amp; Working in Milwaukee</a>	40+ FTE in Office of Development	<a href="#">FH/MCW: Inspiring What is Possible</a>	<a href="#">Neuroscience at MCW</a>
			<a href="#">Froedtert Hospital Facts</a>

## MAJOR GIFTS DIRECTOR, NEUROSCIENCES

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.

## NEUROSCIENCES AT MCW/FH

The MCW Department of Neurosurgery advances the field of neurological surgery through world-class adult and pediatric clinical care, groundbreaking research, and innovative education. MCW's team utilizes both surgical and non-surgical methods to treat disorders in the skull, brain, spinal cord, spinal nerves, and peripheral nerves. The MCW Department of Neurology is the largest and most comprehensive Neurology group in the state of Wisconsin, with programs in Adult Neurology, Pediatric Neurology, and Neuropsychology. The MCW



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Department of Physical Medicine and Rehabilitation is one of the largest medical rehabilitation programs in the country. There is a broad range of clinical, educational, and research services available, providing comprehensive care for the disabled.

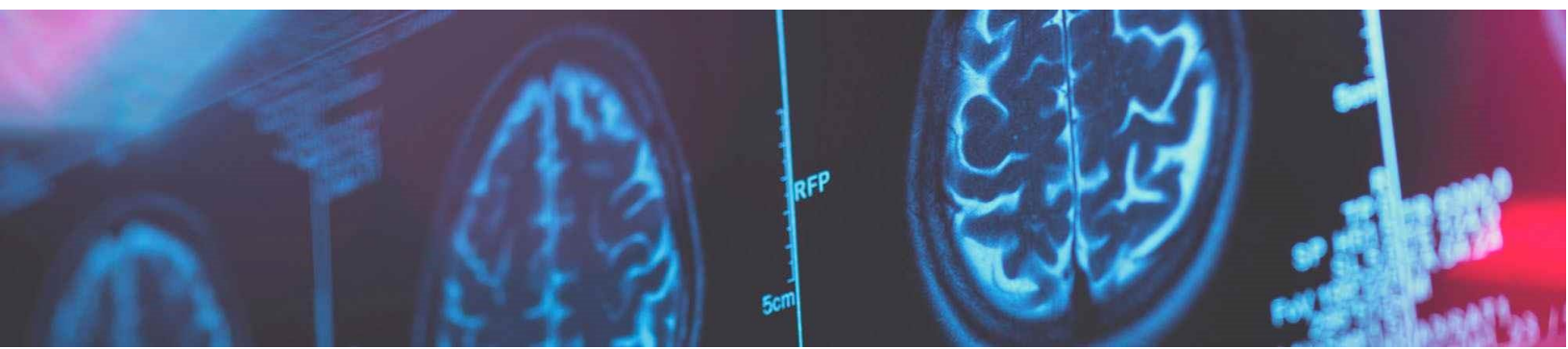
As a result of successful recruitment of top-performing physicians and researchers in recent years, the Neurosciences Program is primed to grow into a position of national prominence. The U.S. News & World Report ranks the Neurology and Neurosurgery specialty at Froedtert Hospital and The Medical College of Wisconsin as high performing. The goal is for the Program to be ranked in the top ten, nationally, by the year 2025. In order to achieve this goal, there is a significant need to pursue high-level philanthropic support of clinical, research, and educational priorities.

The [Neuroscience Research Center](#) (NRC) was founded in 2010 with the goal of enhancing neuroscience research at MCW. The Center's overarching goal is to use a team approach to tackle neurological and psychiatric disorders. The NRC is a catalyst for advancing new, cutting-edge medications and strategies to prevent and treat neurological disorders. Philanthropy plays an important role in advancing the work of the NRC as gifts support research that builds understanding of complex and devastating brain disorders such as Alzheimer's and dementia, Parkinson's disease, ALS, multiple sclerosis, epilepsy, and schizophrenia among others.

## 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, 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 Froedtert Hospital & MCW's neuroscience program with the goal to identify, cultivate, and solicit donors for major gift commitments of \$50,000 - \$1,000,000. S/he secures philanthropic support for research, education, and patient care initiatives supporting the Froedtert Hospital Foundation and the Medical College of Wisconsin.

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



## RESPONSIBILITIES

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

- Build an understanding of 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 institution's strategic clinical and research, education, and patient care priorities, as well as specific neuroscience program priorities and needs.
- Build and manage a portfolio of 150+ major gift level donors and prospects, with capacity to contribute gifts at the \$50,000+ level.
- Acting as a 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 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.
- Participate in development and execution of engagement strategy for Neurosciences volunteer philanthropic board.





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- Participate in strategy and execution of annual Neurosciences fundraising event in partnership with events colleagues.
- Actively seek to educate Neurosciences 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, Neurosciences will achieve the following major objectives:

- Establish trust and confidence with Froedtert 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 Neurology and Neurosurgery research initiatives, patient care, and the path toward higher national rankings.
- Develop a donor outreach strategy that produces 10+ in-person meetings with current or potential donors monthly. Secure multiple 6-figure gifts in support of Neurosciences.
- Embrace the matrixed environment at Froedtert and MCW and develop a strategic fundraising approach to significantly increase philanthropic support to the Neuroscience 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.



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- 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.
- 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 project includes Daniel Fissinger and Joey Scheiber. To be considered for this opportunity, please send a letter of interest and resume to:

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



1 East Wacker Drive, Suite 2100  
Chicago, IL 60601

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