

DIRECTOR OF DEVELOPMENT POSITION GUIDE

ABOUT SARASOTA MEMORIAL HEALTHCARE FOUNDATION

www.smhf.org



Sarasota Memorial Healthcare Foundation (SMHF) is an independent charitable organization focused on securing philanthropic support for Sarasota Memorial Health Care System. Established in 1976, the Foundation's mission is to work together with Sarasota Memorial and others to ensure world-class healthcare throughout the Sarasota Community.

Since its founding as a community hospital in 1925, Sarasota Memorial has grown to become an 829-bed medical center and one of the largest public health systems in Florida. Sarasota Memorial now serves over 1 million patients a year, and its programs include specialized expertise in heart, vascular, cancer, and neuroscience services; a large network

of outpatient centers; long term care; and rehabilitation. It is the only hospital in Sarasota County providing obstetrical services, pediatrics, Level III neonatal intensive care, and a Level II Trauma Center. With over 5,000 staff, 900 physicians, and 600 volunteers, it is also one of Sarasota County's largest employers.

Sarasota Memorial is widely regarded as one of the best healthcare systems in the nation in respect to its services, patient experience, workplace environment, and opportunities for medicinal practice. Its extensive array of awards and honors include: **5 Stars for Patient Quality & Safety, Medicare 2018; Gallup Great Workplace, Gallup 2018; "A" Grade for Patient Safety, Leapfrog Group 2018; 9 U.S. News Top Performer Awards, U.S. News 2018-19; Highest Ranking in all categories, Society of Thoracic Surgeons 2018.** Sarasota Memorial also has strong partnerships with other healthcare systems ranging from Columbia University Medical Center (New York, NY) and Johns Hopkins All Children's Hospital (St. Petersburg, FL).

Sarasota Memorial Healthcare Foundation is currently partnering with Sarasota Memorial Health Care System on *Leading with Care: The Campaign to Transform Cancer Care at Sarasota Memorial*. The campaign will contribute funds necessary to create the Sarasota Memorial Institute for Cancer Care. An eight-story, 170,000 square-foot facility housed on the hospital's main campus, the Cancer Institute will offer an umbrella of comprehensive cancer treatments in one location, eight operating rooms, robotic surgery suites, two upper floors with 56 private rooms for hospitalized cancer patients, and a 25,000 square-foot outpatient radiation oncology center. Plans for the Cancer Institute were made public in October 2018.

DIRECTOR OF DEVELOPMENT

The Director of Development is responsible for the identification, cultivation, and solicitation of prospects for gifts of \$25,000 and up to support the mission of Sarasota Memorial Healthcare Foundation. This individual will work closely with donors, Foundation colleagues, and members of the Foundation's Board of Trustees; as well as hospital staff, patients, and the community at large. The Director of Development reports to the Foundation President.

RESPONSIBILITIES

- Work closely with Foundation President and other Foundation staff in developing a comprehensive program to acquire major gifts from individuals, corporations, foundations, and other sources.
- Manage a portfolio of approximately 150 leadership-level donors and prospects believed to have the capacity to contribute at the \$25,000+ level.
- Utilize moves management system by actively identifying, qualifying, cultivating, soliciting, and stewarding prospects to achieve fundraising goals.
- Collaborate in the presentation of gift requests to various individuals, corporations, foundations, and other sources. Solicit prospects either alone or in the company of Foundation President, Hospital staff, and/or Board members.
- Prepare and present major gift proposals and agreements to donors and/or prospects.
- As appropriate, work with Foundation staff to identify and prepare proposals to outside granting agencies, prepare or coordinate reporting requirements, and conduct follow up as needed.
- Assist in the staffing of necessary committees to guide and develop programs and special events.
- Work professionally, effectively, and efficiently across all levels of the Foundation and Hospital.
- Represent the Foundation by serving on various boards or working with community organizations that are related to the Foundation's philanthropic goals.
- Communicate with, cooperate with, and assist in a clear and courteous manner all patients, visitors, trustees, coworkers, Sarasota Memorial Hospital physicians, staff, and volunteers.
- Maintain confidentiality of secure Foundation information such as donor files, and abide by HIPAA laws.
- Manage various clerical components related to the position, and perform other tasks as needed.



QUALIFICATIONS

The following qualifications are desired for the Director of Development:

- A minimum of 7 years of progressively successful fundraising experience, preferably within a healthcare setting
- A passion for Sarasota Memorial Healthcare Foundation and its mission to ensure world-class healthcare throughout the Sarasota community
- Successful track record of soliciting and securing six- and seven-figure major and planned gifts

- Ability to be successful in deadline-oriented settings, both individually and as a collaborative team-player
- Strong interpersonal skills, including a good energy level and comfort dealing with high net worth individuals
- The ability to organize, motivate, and garner support from various constituencies
- A high level of personal initiative and an entrepreneurial spirit
- Superior critical-thinking skills and personal integrity
- Excellent oral and written communication skills
- A passion for fundraising
- Experience with donor management software such as Raiser's Edge and/or Wealth Engine
- Proficiency with Microsoft Office applications
- A Bachelor's degree is required; CFRE, FAHP, or ACFRE accreditation is preferred

APPLICATION

The deadline for applications is November 30th, 2018. To be considered for this opportunity, please send a letter of interest and resume to:

Joey Scheiber

Associate Consultant, Executive Search

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