

# VP Donor Engagement, Stewardship, and Communication - Sharp HealthCare Foundation

Apply at: <https://bit.ly/4a56PYM>

## What You Will Do

Develop, plan, execute and evaluate a comprehensive program of donor acquisition and retention, membership, stewardship, communications, digital integration, and donor analytics and reporting for the Foundations of Sharp HealthCare.

Responsible for the success of all Foundation activities related to donor engagement, communication, and stewardship in six major areas:

- 1) donor acquisition and retention;
- 2) Sharp Partners and pipeline development;
- 3) Guardian Angel program;
- 4) Sharp team member and ally engagement in philanthropy;
- 5) digital philanthropy;
- 6) communications;
- 7) stewardship;
- 8) analytics, analysis and reporting.

Lead the Donor Engagement Team including supervision, coaching, counseling, and mentoring of team members. Develop strategic and annual goals for donor engagement focusing on growth and retention, including growth of major gift prospects through the Partner and pipeline program. Oversee the production of donor file analysis reporting to develop

benchmarks for productivity and goal setting. Staff the Foundation Stewardship Committee.

### **Required Qualifications**

- Bachelor's degree
- 5 years' experience of progressively successful experience in managing a comprehensive fundraising program with a focus on donor engagement, communications, and stewardship, preferably in health care.

### **Essential Functions**

- **Donor Acquisition and Retention** – Develop and implement a comprehensive plan for donor acquisition and retention across all donor publics (community individuals, employees, physicians), with a focus on donors of up to \$1,000 a year. The donor acquisition and retention plan should incorporate all manner of direct response (direct mail, email, social media, web, peer-to-peer) and should incorporate benchmarks for acquisition and retention.
- **Sharp Partners and Pipeline Development** – Develop and lead the system-wide plan for the Sharp Partners membership program, including coordination with the Partners program at the entities, membership management in the RENXT database, Partners collateral, benefits communication, and stewardship plans. Working with the VP Major Gifts to develop and documented plan and process for the hand off of Partner donor relationships or prospects to the Major Gift team on a regular basis. Set benchmarks and objectives for Partner growth, retention, and handoff and prepare appropriate analysis and reporting. Included in the Partner plan should be strategies for Partner level giving by Sharp employees and physicians.
- **Guardian Angel Program** – Manage and lead enhancements to the Sharp Guardian Angel program, including moving GA donors to sustained support. Conduct ongoing assessment of the GA recognition process including in-person vs. mail or digital, milestones and donor engagement. Working with the Operations Team, prepare research profiles of GA donors for potential upgrades to Partner giving or other major or deferred gifts. Prepare an annual Guardian Angel program analysis.
- **Sharp Team Member and Ally Engagement in Philanthropy** – Develop and lead the system strategy for giving programs for Sharp team members (employees) and affiliated physicians. In coordination with the regional and entity teams, develop the employee and physician education program including virtual and in-person presentations and briefings, including on the SharpNET

and Workday platforms. Coordinate the grateful patient referral process in Epic for appropriate follow-up and engagement. Lead the employee giving effort for system-related entities (system services, SRS, SCMG, SHP and other divisions).

- **Digital Philanthropy** – Develop and lead the Foundations continued transition to digital philanthropy across all platforms, including Web, email, social media, text, applications, and personalized donor engagement. Work with the Operations Team to manage and update the Foundations' Technology Road Map to incorporate digital or other technology into the Foundations fundraising strategies. Implement the Foundation single sign-on plan for the donor database, enabling donors to access their giving records and make secure transactions. Work with Sharp's digital marketing team to coordinate Foundation activities across Sharp's digital platforms. Develop benchmarks and dashboards for the Foundations digital philanthropy program.
- **Communications** – Manage and coordinate the development of the Foundations communication elements, including Philanthropy Notes, direct response and digital philanthropy messaging, stewardship communications, and web content. Coordinate with the Major Gift team on the development of communication elements for campaigns, initiative case statements and collateral and impact reporting. Work with the entity teams to coordinate system communications in entity programs.
- **Stewardship** – Develop and implement a comprehensive plan for stewardship, incorporating individual, written/digital and group stewardship activities. Develop stewardship plans and activities for the Sharp Giving Societies (Partners, Pillars, Legacy Circle). Provide support for stewardship programs or initiatives at the entities. Develop benchmarks and dashboards for the effectiveness of the stewardship program, with a focus on donor retention and growth. Staff and provide leadership to the Foundation Stewardship Committee, which includes volunteers from across the system.
- **Analytics, Analysis and Reporting** -- Conduct regular, thorough assessments of the Foundations donor engagement program through detailed, statistical analysis of the donor database (the Donor File Activity Report), direct repose rates for acquisition, renewal and digital, and return on investment. Develop benchmarks and dashboards for use in analysis and setting annual and/or strategic goals or targets for donor engagement. Participate in the AHP and HSPLG groups to share best practices and benchmarks for donor engagement. Develop annual revenue and expense budges for the donor engagement, communication, and stewardship programs.

- This position has access to confidential and sensitive information regarding patient data through the Epic system and Blackbaud's RENXT. The employee is expected to access the minimum amount of information necessary to accomplish the job responsibilities which are limited to: patient name, address, dates of services, marital status, spouse name, company, affiliation, and facility. Utilization for fund raising purposes cannot be based on information that may be viewed as a result of access to demographic information.

### **Knowledge, Skills, and Abilities**

- Strong managerial, leadership and supervisory skills necessary.
- Excellent oral and written communication skills, with a specific ability to create donor communications.
- Exceptional interpersonal skills, including the ability to create personal relationships and to communicate effectively delivering exceptional customer service to a variety of stakeholders, both verbally and in writing.
- Ability to manage multiple projects with competing demands, while maintaining a commitment to excellence.
- Ability to work cooperatively to achieve common goals, support cooperation, collaboration and the sharing of information.
- Knowledge and experience with all fundraising strategies and techniques, including digital philanthropy and pipeline development.
- Strong analytical skills with the ability to quickly and regularly adjust strategy based on giving trends.
- Excellent computer skills related to the use of Microsoft Word, Excel and PowerPoint, direct experience with Blackbaud's RENXT.

Questions: email: [Connie.Chovan@sharp.com](mailto:Connie.Chovan@sharp.com), Executive Recruiter, Sharp HealthCare.

Please only principal inquiries, no agency engagement.

Sharp HealthCare is an equal opportunity/affirmative action employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, gender, gender identity, sexual orientation, age, status as a protected veteran, among other things, or status as a qualified individual with disability or any other protected class.

