



Vice President of Advancement

POSITION GUIDE

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Prepared by

Campbell & Company

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Chicago, Boston, Cleveland, Los Angeles, Phoenix, Portland, San Francisco Bay Area, Washington, DC

THE FOUNDATION

The MedicAlert Foundation's mission is to provide personal and medical information in times of need to protect and save lives. A nonprofit foundation, MedicAlert pioneered the first medical identification service in 1956 as a way to provide people with a simple but effective method for communicating their medical conditions. It remains the only nonprofit emergency medical identification service. The 24-hour emergency response service relays vital medical information to emergency responders on behalf of members for faster, safer treatment and provides family and caregiver notification so that members can be reunited with their families.

Dr. Marion Collins began the program in response to a life-threatening allergic reaction that his daughter suffered. Originally, health information was kept on index cards, but now the organization uses state-of-the art technology to operate 24 hours a day with trained personnel who have saved more than 100,000 lives.

Headquartered in Turlock, California, with international affiliates in ten countries, MedicAlert services are built around a repository of health information that enables members to manage their personal health records while maintaining security, privacy and confidentiality.

As the trusted custodian of emergency medical information, the MedicAlert repository enables our emergency response team to access and provide critical medical information to first responders when needed. MedicAlert is committed to providing technology-based solutions and is actively working with major IT organizations to ensure deployment of standards to improve quality of care and patient safety.

Additional information is available at www.medicalert.org

THE POSITION

MedicAlert seeks an experienced and dynamic individual to fill the position of Vice President of Advancement. This individual will be a member of the senior leadership team and will participate in all aspects of the organization's goals and strategic direction.

Reporting to the President & CEO, the Vice President of Advancement will provide leadership and strategic direction for all aspects of the development and fundraising programs, ensuring the consistency and quality of related messaging. S/he will develop strategies to improve tactics for donor solicitations, stewardship and cultivation and will guide solicitation of donations as well as securing annual major gift support for the organization.

RESPONSIBILITIES

The Vice President of Advancement will:

- Build a comprehensive advancement function for the MedicAlert Foundation that expands its current giving program.
- Create a culture of philanthropy within the Board of Directors, senior management team and all MedicAlert employees and volunteers.

- Create and implement annual plans to reach short-term and long-term financial objectives for each revenue area and for special initiatives.
- Develop and implement major gifts and planned giving programs.
- Manage development department staff, setting accountabilities for each, and ensure effective coordination with the membership and other internal departments.
- Develop and manage a prospect management system to ensure a consistent and strategic approach to top prospects.
- Monitor and organize all aspects of fundraising, including tracking prospects, preparing meeting agendas and minutes, tracking timelines and deadlines, and updating reports, among other duties.
- Develop strategies for prospect solicitations, create proposals and work with solicitors to ensure effective cultivation and solicitation of specified dollar figure gifts.
- Develop and oversee grant proposals to government entities, foundations, and corporations.
- Maintain a portfolio of prospects: identify, cultivate, solicit, and track gifts to the campaign as well as raise annual major donor support for the organization.
- Develop and track the campaign budget and revenue projections. Manage required expenditures within approved budget.
- Oversee implementation of donor recognition and stewardship efforts for both campaign and annual support.

PERSONAL TRAITS & CHARACTERISTICS

The selected individual will:

- Be well-rounded in the development field as a donor-focused leader with the ability to set, pursue, and reach goals.
- Have past examples of tenacity, decisiveness, multitasking abilities and flexibility in achieving results.
- Effectively communicate the organization's vision and impact on the community, affiliates and the nation.
- Possess superior interpersonal and organizational skills, verbal and written presentation abilities, diplomacy, and strategic thinking.
- Have the ability to establish a strong rapport with Board members, donors and community leaders of varying ages, work experience, educational accomplishments, and cultural, social and financial backgrounds.

QUALIFICATIONS

The ideal candidate should have the following experience and qualifications:

- Strong commitment to the mission of the MedicAlert Foundation and ability to enthusiastically communicate the case for support.
- Minimum of ten years of demonstrated, successful fundraising experience.
- Ability to build the advancement function to incorporate all aspects of successful fundraising.
- Experience and involvement in fundraising efforts for gifts over \$100,000 from individuals, corporations, and foundations. Capital and endowment campaign experience a plus.
- Experience and solid understanding of development and fundraising activities such as ePhilanthropy, grant writing, direct mail, newsletter, special events, communications, marketing, and public relations.
- Experience managing successful major donor and planned giving programs.
- Strong, effective, and demonstrable written and oral communication, relationship-building and presentation skills.
- Leadership and management skills coupled with the ability to influence others in order to accomplish results through others.
- Must be highly organized, self-motivated and results-oriented, as well as a team player who can work well with staff and trustees and interact tactfully with donors.
- Ability and willingness to prioritize and organize multiple activities.
- Ability and willingness to recognize and manage complex issues creatively and effectively.
- Ability and willingness to develop and implement short- and long-range goals and strategic plans.
- Bachelor's degree from a recognized college or university; advanced degree desirable.
- Ability and willingness to travel. Occasional weekend and evening work is necessary.
- Nonprofit background essential.

COMPENSATION

Compensation is commensurate with experience and record of successful achievement.

APPLICATION

The MedicAlert Foundation has engaged Campbell & Company to conduct the search for the Vice President of Advancement. To be considered for this opportunity, please send letter of interest and resume to:

Mario Avila

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The MedicAlert Foundation is an Equal Opportunity Employer.