

## *Position Profile*

*On behalf of our client, Make-A-Wish® Minnesota,*

*CohenTaylor Executive Search Services  
is conducting a retained executive search for its*

Vice President of Development





- Mission: Together, we create life-changing wishes for children with critical illnesses.
- Vision: To grant the wish of every eligible child.
- In pursuit of its mission and vision, Make-A-Wish Minnesota grants roughly 300 wishes per year.
- Make-A-Wish Minnesota serves every community throughout the state of Minnesota.
- Has more than 650 active volunteers throughout the state of Minnesota.
- Nearly 75 percent of wish experiences involve travel, necessitating more than 75 million frequent flier miles to meet all the travel needs for Minnesota wish kids and their families.
- The Walt Disney Company is involved in 40 percent of the wishes Make-A-Wish grants.
- Make-A-Wish Minnesota has been reviewed by the Charities Review Council and is proud to have met its Accountability Standards.
- Raised over \$3M in FY18 plus in-kind donations



## Make-A-Wish America

Founded in Phoenix, Arizona in 1980, when a group of caring volunteers helped a young boy fulfill his dream of becoming a police officer, Make-A-Wish is one of the world's leading children's charities.

Make-A-Wish is one united family, but it's also a collection of independently chartered nonprofit organizations that stand committed to a shared vision and mission.

The Make-A-Wish America office is based in Phoenix. It establishes guidelines for wish-granting standards, raises funds at a national level, provides legal support, develops strategies to advance awareness, and establishes the overall direction for the organization.

Chapters throughout the United States serve every community across the nation and its territories. Each has its own board of directors, staff, and volunteers. Chapters are the force bringing the Make-A-Wish mission to life. For most wishes, it is local staff members and volunteers who meet wish kids and their families, are told of the child's one true wish, and devote their energy to make each wish come true.

In October 2018, Make-A-Wish America announced that former U.S. Bancorp Chairman, Richard Davis, would take over as Chief Executive Officer effective January 2<sup>nd</sup>, 2019. Davis is an accomplished leader who brings over 40 years of diverse experience to Make-A-Wish. In addition to his professional career in the Twin Cities, Davis has been a key figure in Minnesota's philanthropic community, having served in leadership capacities on many leading Twin Cities nonprofit organizations' Boards of Directors.

## Make-A-Wish Minnesota

Since 1982, Make-A-Wish Minnesota has enriched the lives of children with critical illnesses through its wish-granting work. From its humble beginning, Make-A-Wish Minnesota now grants a wish every 27 hours - making a life-changing impact on not only wish kids, but also families, friends, donors, sponsors, and sometimes even entire communities.

For more information, you can follow these links to Make-A-Wish Minnesota's [website](#) and social media platforms: [Facebook](#), [Twitter](#), and [YouTube](#).



## The Role

The Vice President of Development directs the day-to-day fundraising activities of the Foundation, effectively achieving the mission of Make-A-Wish Minnesota, as well as the goals and objectives established by the Board of Directors. In partnership with the CEO, the Vice President provides top level leadership to development efforts. S/he oversees the design and execution of coordinated fundraising strategies that include established special events, but also focus on significantly increasing individual giving and new methods of corporate support.

### Key Responsibilities:

#### Major and Planned Gifts

- Define and manage organizational programs for major, planned, and endowed gifts. Sets financial benchmarks and ensures successful implementation of activities to meet revenue goals.
- Lead efforts to strategize and assign major donor portfolio. Work closely with CEO to ensure excellence in relationship management, including ongoing cultivation, solicitation, and stewardship for current and prospective donors.
- Maintain a portfolio to cultivate, solicit, and steward current and prospective major donors.
- Ensure that revenue targets are met for major and planned gifts, corporate and foundation gifts, annual gifts, and events revenue.

## Granting Wishes

### Step 1: Referral

We rely on medical professionals, parents, and children themselves for referrals. Children who have reached the age of 2 ½, are under the age of 18 at the time of referral and have not received a wish from another wish-granting organization may be eligible.

### Step 2: Medical Eligibility

We determine a child's medical eligibility with the help of the treating physician. To receive a wish, the child must be diagnosed with a critical illness.

### Step 3: The Wish

We send one of our enthusiastic wish teams to learn the child's one true wish. These committed volunteers connect with wish children, awaken their imaginations, and help them envision an experience with the power to change lives.

### Step 4: Creating Joy

Our wish granters create an unforgettable experience driven by the child's creativity. They strive to personalize each wish, and to make it match the wish kid's idea of a perfect day.

### Departmental Leadership

- Effective leader in integrating Development into the entire organization, elevating the importance of philanthropy.
- Lead departmental development of annual fundraising plan; Responsible for implementation of all associated activities.
- Lead activities to ensure a “donor-centered” culture of philanthropy is built into all programs, activities, and development communications.
- Identify longer-term initiatives (beyond fiscal year at hand) and prepare timelines/strategies for successful implementation of development portions of the strategic plan.
- Manage and support direct reports in the establishment and achievement of their annual goals and guide their career growth.
- Provide collaborative leadership, representing development department initiatives, goals, and progress.

### Board of Directors

- Assist CEO in working closely with the recruitment, training, development, and support for current Board members to realize their annual goals and objectives to support chapter.
- Encourage and support current and former Board members to maximize the engagement of their networks in helping chapter achieve its mission.
- Serve as the staff liaison to the Board’s development committee, providing the chair with analysis, meeting agenda development, and overall strategic direction.
- Provide leadership to Board members to help with solicitation of their networks and associates to raise general support, event sponsorship, and major gifts.

### General

- Ensure solid communication and trust is built between Development, Marketing, Operations and Program departments.
- Work collaboratively to achieve goals for program, finance, and administrative team members engaged in fundraising activity.
- Develop and ensure that plans, policies, and procedures related to philanthropy are written down, up-to-date, and clearly available for staff and Board member use in accordance with Make-A-Wish America standards.
- Participate in all local internal fundraising events.
- Network with members of the local business community, philanthropy community, fellow non-profit organizations, and other Make-A-Wish chapters to increase awareness of mission; Attract financial support and discover and implement new initiatives adaptable for chapter.
- Monitor bi-monthly revenue results and expense statements; Prepare alternate plans of action when necessary to meet overall financial goals.
- Engage with Wish Kids and families on a regular basis to better understand our mission and the impact of a wish.





### Administration

- Oversee preparation of department revenue and expense budgets and participate in discussions/exercises surrounding completion of organizational annual budget.
- Hire, train, supervise, and review the performance of direct reports.
- Ensure that appropriate direction, support, and feedback to all development staff is utilized on a continual basis.
- Provide organizational leadership, model organizational culture and behavioral expectations, and define strategy as a member of the management team.
- Support and engage volunteers in organizational needs and activities as needed.



Click the photo for a video from Make-A-Wish Minnesota

### The Ideal Candidate

To perform the job successfully, an individual should demonstrate the following competencies:

**Results Oriented** – Delivers results, drives to exceed constituent expectations, exhibits a sense of continuous process improvement to enhance operational efficiency, and consistently provides a high quality of work product.

**Communication** – Effectively communicates verbally and in writing, in large and small meeting venues; Cascades key messages proactively to bring constituents, colleagues, and team members along and promotes open and transparent dialogue to build relationships.

**Developing Others** – Provides candid, respectful and real-time feedback for team members and colleagues, promotes a learning environment to build competence, and proactively develops others through stretch work assignments and other growth opportunities.

**Interpersonal Skills** – Focuses on identifying a solution rather than blaming, brings positivity to challenges, maintains confidentiality of sensitive information, listens to others without interrupting, exhibits the appropriate level of emotional response, remains open to others' ideas, and tries new things – safe risk-taking.

**Teamwork** – Balances team and individual responsibilities, exhibits objectivity and openness to others' views, gives and welcomes feedback, contributes to building a positive team environment that promotes candor, puts success of team above own interests, is able to translate employee engagement with improved results, and supports everyone's efforts to succeed.

For more information or to send your credentials, please email [info@cohentaylor.com](mailto:info@cohentaylor.com)

All inquiries will remain confidential.