Children’s Cancer Association
Position & Candidate Specification
Senior Campaign Director

March 2020

Portland, OR
JoyRx.org / MyMusicRx.org
**Company Profile**

Children’s Cancer Association (CCA) is leading a Joy revolution. Since 1995, CCA has been transforming the pediatric healthcare experience through innovative, Joy-based programs, enhancing the mental and emotional well-being of pediatric patients with the healing power of music, friendship, and nature. JoyRx® programs are free-of-charge and kid-prescribed, empowering children and teens to positively shift their emotional states during the stressful and painful experiences related to fighting life-threatening illnesses and extended hospitalizations. To date, CCA has provided JoyRx to more than one million seriously ill kids, teens, and their family members and has a goal to clinically position and deliver JoyRx as best practice in children’s hospitals across the country.

CCA didn’t start as a chapter of a national foundation; we started with a family who faced their own battle with serious pediatric illness more than two decades ago. From that experience came a passionate commitment and focus to deliver immediate help to kids when their need is the greatest. Over the last 24 years, CCA has grown to be one of the largest children’s health organizations in the Pacific Northwest. CCA is now embarking on a national growth strategy to expand our existing in-hospital programming in children’s hospitals and medical facilities in Oregon, Texas and New England. CCA’s digital program, MyMusicRx.org, delivers on-demand music medicine to kids and teens in 35 children’s hospitals across the country.

CCA is an entrepreneurial growth non-profit with a commitment to innovate, strengthen capabilities, deepen service impact, leverage partnerships and develop social enterprise opportunities, seeding our programs in communities across the nation. Since 1995, we’ve raised over $50 million and invested in measurable results, increasing the quality of life for seriously ill children. Our programs and services are made possible only by individual, corporate, and foundation support; we receive no state or federal funding.

Today, CCA attracts powerful strategic partners such as Legacy Health, OHSU, Converse, Nike, Fader/cornerstone, Anomaly, the NBA Trail Blazers, Portland Timbers, Atlantic Records, Alpha Media, Regence, The Standard, Genentech, Papa Murphy’s, and others who support CCA’s initiatives delivering the healing power of JoyRx.

We are proud to be recognized for best practice in financial transparency and mission delivery as a Charity Navigator’s Three Star Charity, Better Business Bureau Accredited Charity & 2019 Torch Award recipient, Great Non-Profits Top-Rated Charity, with GuideStar’s Platinum Seal and Portland Business Journal’s Oregon’s Most Admired Companies 2019.

CCA has nearly 50 employees and 110 leaders, champions and ambassadors who serve in a board/advisory capacity across the nation. We train and support a 1,900 member-strong volunteer corps. CCA recruits talented, creative people from diverse backgrounds with a business mindset and heart for culture and mission impact.
Position Profile

Launching the largest growth endeavor and financial goal in CCA’s history, the JoyRxNow Comprehensive Campaign will fund the mission impact & strategic initiatives of our strategic plan “2025 Vision”: To position JOY as best practice in 250 children’s hospitals nationwide.

The Children’s Cancer Association is seeking a senior leader for the campaign, a strategist and principal gift revenue earner. The Senior Director will carry a portfolio of CCA’s most generous donors and prospects for the campaign. The Senior Director collaborates closely with the CEO, Campaign Committee members, and embedded campaign counsel to fully realize the campaign goal. This position is an essential part of any successful campaign and is funded through a minimum of the Lead Gift Phase of the campaign (reaching a minimum of 80% of the goal, or 2023).

Reporting to the CEO, the Senior Campaign Director is a new position in the organization, located in Portland, OR

Core Accountabilities

- Be a close strategic partner alongside the CEO, campaign chairs, and embedded campaign counsel. Provide experience and insights on building a comprehensive campaign strategy in multiple markets and a diverse universe of funders.
- Drive fundraising results by closing lead campaign gifts and fully maximizing the value of your portfolio. Build direct relationships with high capacity donors and prospects (+$100K) both in and outside of Oregon with a portfolio of 40-50 active solicitation prospects, and an average portfolio size of 75 prospects.
- A continuous part of this role will be assessing high capacity prospects who are new to CCA, determining if they should be included in the campaign’s pipeline, and developing early cultivation strategies for their assigned solicitors.
- Provide critical support to the campaign volunteers as they embark on their work during the Lead Gift Phase. This includes playing an active role during all campaign committee meetings, ensuring volunteers have necessary campaign materials, assisting embedded counsel in training the committee, and proactively supporting members in between campaign committee meetings.
- In partnership with the CEO and campaign counsel, ensure gift proposals are correctly scoped, exceptionally well-crafted, and customized to the donors’ interests and CCA’s greatest needs.
- Ensure campaign gifts are well stewarded through careful oversight and drawing on team resources to provide timely recognition and comprehensive stewardship reporting.
- Help to develop and then oversee the production and management of campaign reports for both internal and external audiences. This includes but is not limited to pipeline reports for fundraisers, key performance indicators report on the campaign i.e. “Campaign Dashboard.”
• Oversee campaign donor prospecting, pipeline development and tracking by partnering with CCA’s analytics team for key data and research.
• Partner with the Director of Philanthropy and the research team ensure a steady flow of campaign prospects, clear relationship manager assignments, and full coordination of outreach to campaign prospects. Ensure blended asks happen during the campaign so CCA’s critical annual support goals continue to be met.
• Develop engagement activities for prospective campaign donors including program visits, cultivation events, and other special events in and outside of Oregon.
• Some travel is required and will be driven by the portfolio of donors, and key campaign events in California, Texas, New York and Massachusetts.
• CCA is a dynamic organization in a pursuit of ambitious strategic goals. Therefore, the responsibilities associated with this position will change from time to time as CCA’s business needs evolve. Other duties as assigned.

Core Competencies

Results Oriented: Effective performers focus on critical activities that yield the greatest impact on the organization. They set ambitious goals, develop a plan for with a sense of urgency and execute to ensure success.

Inspirational Influence: Effective performers inspire excitement and momentum for philanthropy. They create a sense of direction and purpose to strive towards a compelling vision of the future by embracing and embodying CCA’s mission. They influence others to translate vision into giving.

Relationship Building: Effective performers identify, establish, and maintain productive relationships, both internally and externally. They leverage relationships to achieve strategic goals and further CCA’s mission.

Planning and Organizing: Effective performers establish processes to ensure that work is completed efficiently and accurately; successfully manage multiple priorities; meet strict deadlines

Strategic Thinking: Effective performers act with the future in mind. They plan for and make decisions within the framework of the campaign strategic intent. They know and understand the factors influencing strategy (e.g., core competence, customers, competition, and the current strengths and limitations.) They consider future impact when weighing decisions.

Communication: Effective performers write clearly and concisely and organize content clearly; pay strong attention to details and accuracy

Endurance and Charisma: Effective performers lead and sustain this ambitious solicitation goal while inspiring volunteers and consistently engaging stakeholders in campaign work.

Team Building: Effective performers motivate and lead a core volunteer team of high-profile community leaders. They provide necessary support and clearly communicate expectations in order to achieve team objectives.
Ideal Candidate Qualifications:

- A deep and passionate commitment to CCA’s mission and genuine excitement to advance CCA’s vision for kids and teens through significant philanthropic support.
- Bachelor’s degree and a 7 to 10 years of progressively responsible positions and duties focused on direct solicitation of major/lead/principal gifts. Direct experience as a frontline fundraiser on a campaign.
- Experience managing major gift fundraising officers strongly preferred as we anticipate hiring a major gift officer.
- Proven track record of successful major gift solicitations you have personally closed.
- Demonstrated ability to craft donor proposals in a complex environment with multiple stakeholders.
- Demonstrated ability to guide, lead, and coach volunteers and staff to be effective fundraisers.
- Knowledge of evolving trends in the field of philanthropy, including best practices, benchmarks and performance standards.
- Highly skilled at negotiation, critical thinking and analyses.
- Exceptional communication skills with the ability to inspire and motivate through both logic and emotion. Can understand, curate, and communicate complex information with nuance and a compelling voice.
- Demonstrated commitment to work within a diverse environment and interact collegially with individuals of different backgrounds.

Travel:

Frequent local travel to for donor appointments and reliable transportation is required. Occasional travel outside the state for campaign appointments and events in CCA’s other markets which including California, Texas, New York and Massachusetts.

Position Type/Expected Hours of Work

This is a full-time exempt position. Some flexibility in hours is allowed; days and hours of onsite work are generally Monday through Thursday, 8:00 am – 5:30 pm and Friday 8:00 am – 12:00 pm. Occasional evening and weekend hours are required.

Compensation:

CCA is a growth organization that looks for team members to grow with it. CCA offers a generous total rewards package, casual work environment and an inclusive culture. No matter the role, every CCA team member shares one galvanizing message, to bring Joy, comfort and inspiration to every child or teen in their moment of need.

Competitive benefit package and salary commensurate with experience. This is a full-time exempt position, that provides generous benefits, including medical, vision, dental and alternative care benefits; PTO; ten paid holidays; group life, short- and long-term disability;
flexible spending plan; cell phone reimbursement; retirement plan with CCA match; paid four-week sabbatical after eight years of service

To Apply

Complete the application through our application portal and provide a cover letter responding to the following questions:

1. Tell us how your experience qualifies you for this role
2. Provide salary expectations

All inquiries will be handled confidentially. Recruiters should not contact CCA regarding this posting.

The position is based in Portland OR. The position will be open until filled. CCA is an Equal Opportunity Employer committed to maintaining a non-discriminatory and dynamic work environment that values diversity and inclusion, respect and integrity, stakeholder focus, and innovation. AA/EOE/VETS/Disabled.

To learn more about the Children’s Cancer Association: joyrx.org

Watch CCA’s Founder and Chief Joy Officer, Regina Ellis’ TEDx Talk on the Joy Effect

CCA’s Maxims:

Children’s Cancer Association believes:

We believe kids deserve long, wonderful lives. Or, at the very least, short, wonderful lives. We believe cancer sucks.

We’ve had it, or loved someone who did.

We prescribe moments of joy for kids who are in the fight against all serious illness. We create lasting memories for the loved ones who stand beside them. We believe joy grows exponentially when it’s used collectively.

We are surrounded by a league of extraordinary heroes who perform amazing feats of compassion, generosity, and love every day. We believe in the healing power of music. We are music as medicine pioneers and champions.

We believe in purple. We know joy comes in all colors, shapes, and sizes — just like the kids who need our help. We love to laugh. We are not afraid to cry. We spend every dollar wisely. We give hugs freely.

We believe in today. We respect our history as a grassroots organization. We embrace our destiny as a global source of JoyRx. We believe these things matter.