



Position Specification

# Luminis Health Doctors Community Medical Center (LHDCMC)

## Major Gifts Officer



<b>Position</b>	Major Gifts Officer
<b>Company</b>	Luminis Health Doctors Community Medical Center
<b>Location</b>	Lanham, MD
<b>Reporting Relationship</b>	Vice President of Development
<b>Website</b>	<a href="http://www.LuminisHealth.org">www.LuminisHealth.org</a>

## Background

Luminis Health, a newly integrated health system formed in 2019, serves residents of Anne Arundel County, Prince George's County and Maryland's Eastern Shore. Comprised of Anne Arundel Medical Center (AAMC), Doctors Community Medical Center (DCMC), J. Kent McNew Family Medical Center, and Luminis Health Clinical Enterprise (LHCE), the health system includes 635 licensed beds, more than 6,400 employees, 1,800 medical staff, and 1,300 volunteers. The new health system includes more entry points for coordinated care across the region, improved access to care close to home, enhanced quality, and improved health outcomes. LHCE is comprised of multi-specialty practice groups, ambulatory sites and clinics, physician practices, and clinical service lines.

For years, these formerly separate entities have shared a dedication to compassionate care, delivered when and where people need it most. Now, the newly created \$1.2B organization is carrying that same commitment into the future as Luminis Health – a health system that's here to embrace progress and awaken a new era in care for the community.

Luminis Health serves as a beacon of hope and healing for the region, reimagining community health, while igniting new possibilities for how and where healthcare is delivered. Luminis Health is here to make getting and staying healthy easier, more personal, and built for the community that we call home. The organization understands the community and its needs and works to give everyone access to the care they expect and deserve. Together, Luminis Health collectively lights the way to better care.

## Luminis Health – Vision 2030

**MISSION – To enhance the health of the people and communities we serve**

**VISION – Living Healthier Together**

- Health and wellness are fundamental to everyone
- We work side-by-side with our community and patients to empower them to take control of their health
- Partnerships and connectivity form the foundation for care
- Evidence-based care is centered around people and family
- Access to care should be refreshingly easy
- Luminis Health will generate a positive impact for all

**VALUES – “RISE”**

- **Respect** - How we treat each other matters. We collaborate, foster trust, and demonstrate compassion, making each person feel like they are the only one that matters.
- **Inclusion** - Our humanity is enriched when everyone has a voice, and a diversity of perspectives is equitably represented.
- **Service** - We work side-by-side with our community, patients, and each other; dedicated to providing safe care to all in our community in an efficient and seamless way.
- **Excellence** - As an agile system of care, we're creating a new force in healthcare, dedicated to delivering high-quality care in an optimal way. This legacy of high performance will advance our vision and set the standard for innovative, clinically expert care.



## Luminis Health Doctors Community Medical Center

Luminis Health Doctors Community Medical Center (LHDCMC), in Lanham, Maryland, was founded in 1975. In addition to being recognized by U.S. News & World Report as a high-performing hospital in specialty care areas, it is the only hospital in Prince George's County on Forbes' list of best mid-size employers. Also, it earned Hospital Compare's four-star quality rating – the highest in Prince George's County.

LHDCMC was the first hospital in Prince George's County to open a comprehensive breast care center with a dedicated surgeon and has the largest lymphedema program in the area. It boasts a partnership with Children's National Medical Center to provide pediatric emergency services and is an in-network hospital with Kaiser Permanente. They have received the Healthiest Maryland Business' Wellness at Work Gold Award.

## The Fundraising Program

While LHDCMC has had an event-centric fundraising program for years, the focus is shifting to individual and corporation fundraising to support the long-term growth of the organization. Vice President of Development Dawn Ridley joined us in January 2022 to lead this transformation, directed by an exciting new strategic plan.

Over the next five years, a growing Development team will increase annual charitable revenue from

The Prince George's County Community Health Needs Assessment, and other data identified several needs that LHDCMC is working to address by:

- Building a comprehensive behavioral health program on our Lanham campus
- Developing an obstetrics program to respond to the need in Prince George's County for a labor and delivery site close to home
- Expanding surgical care services

In calendar year 2020, LHDCMC contributed more than \$18 million in community benefit, including subsidized programs and charity care, community outreach, health education, and research activities. In addition, its 100+ volunteers donated more than 4,000 hours of time to help patients, raise funds for the institution, and serve as program ambassadors.

\$2.5M to \$15M, working closely with Board members and LHDCMC leadership to engage stakeholders in our service area of Prince George's County.

Several volunteer groups have been established in the past year to better engage with a wide range of stakeholders. The Philanthropy Council recognizes donors who give \$1,000 or more, and an emerging Clinician Engagement Program will assist with that important constituency.

## The Position

The Major Giving Officer (MGO) is an externally focused frontline fundraising position. The MGO will manage an active portfolio of prospects and donors with the capacity to give \$10,000 or more, developing and implementing strategies for their identification, cultivation, and stewardship and encouraging increased levels of giving. They will manage relationships between donors and members of the Board or staff for fundraising purposes. The MGO will recruit and manage high-level fundraising volunteers serving on committees or hosting events.

### Essential Functions

- Establish and grow a major gifts portfolio of 100-150 individuals, securing annual, capital, and other gifts.
- Work with the Vice President to set annual goals for the Major Gifts program and ensure goals are met or exceeded. Work closely with other Foundation staff members to develop fundraising plans.
- Serve as the primary relationship manager for the portfolio of prospects, developing and implementing a written donor strategy and reporting (using Salesforce) all interactions.
- Develop and manage a volunteer Philanthropy Council to assist in securing major gifts.
- Working with the Vice President, manage a portfolio of clinicians to secure gifts through the Clinician Engagement Program.
- Maintain regular communication with donors and prospects through face-to-face and virtual cultivation, solicitation, and stewardship meetings.
- Meet regularly with key LHDCMC leaders, including physicians, to better understand organizational needs and encourage their assistance in identifying prospects.
- Work with the Vice President to develop strategy for outreach to and stewardship of planned giving prospects and donors.
- Assist with the development of print and web-based supporting materials for the planned giving program and other initiatives.
- Participate in professional networks to maintain current knowledge of development techniques, trends, and relevant laws.
- Function as a key member of the Development team, serving as a mentor to younger staff. Assist with cultivation and recognition events.

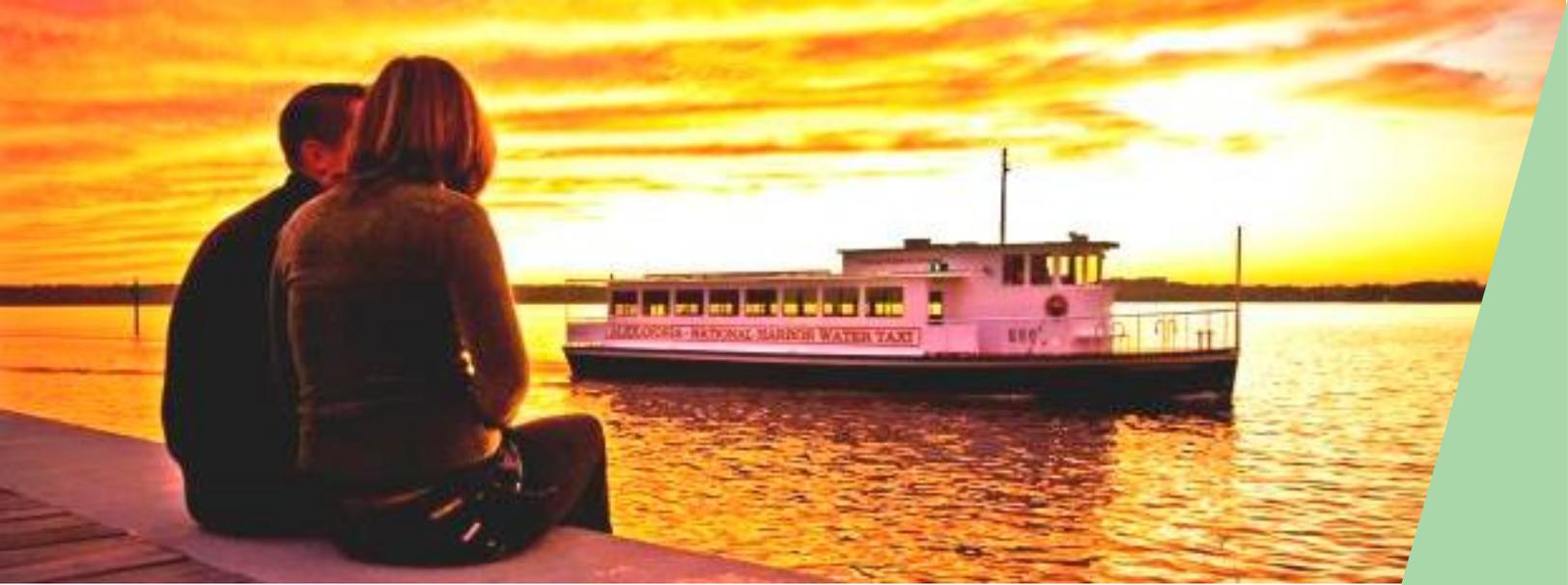
## The Candidate

Successful candidates will have exceptional knowledge of and experience with Prince George's County culture and fundraising environment, enabling them to quickly build productive relationships.

Their fundraising skills will allow them to immediately begin to build a major gifts portfolio from existing \$1,000+ donors and prospects rated at \$10,000+ with a 30-60-90-day action plan. They will thoroughly understand moves management, developing written proposals for individuals, and the principles of good stewardship.

Specific requirements include:

- 3 to 5 years of progressive experience in individual fundraising. Experience with planned giving preferred.
- Excellent verbal and written communication skills, and a positive team-oriented attitude.
- Personal computer skills and experience with contact management databases required. Salesforce experience preferred.
- Demonstrated ability to adhere to high moral and ethical standards.
- Bachelor's degree



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## Major Gifts Officer

Submit applications at  
<https://driwaterstonehc.com/position/luminis-major-gifts-officer/>

All first-round interviews for this position will take place via video conference with DRiWaterstone.

DRiWaterstone Human Capital is an executive search firm that recruits senior leaders for nonprofit and social enterprise organizations.

Luminis Health is an equal opportunity employer that values diversity and inclusiveness in the workplace including sexual orientation and gender identity.