



POSITION GUIDE

VICE PRESIDENT OF
ADVANCEMENTRonald McDonald
House Charities®
Bay Area

ABOUT RMHC BAY AREA

For 40 years, RMHC Bay Area has been there for sick kids and their families, providing comfort and support when and where they need it most.

The founders of the first Ronald McDonald House believed that no child should face the weight of illness alone. Today, RMHC Bay Area serves critically ill children and their families through a network of programs that provide housing, meals, and psychosocial support inside or nearby Lucile Packard Children's Hospital Stanford and UCSF Benioff Children's Hospitals in San Francisco and Oakland. In addition, Ronald McDonald Care Mobiles provide free dental care services to children in the East and South Bay in partnership with John Muir Community Health Alliance and Santa Clara Valley Medical Center.

In 1979, Ronald McDonald House at Stanford opened with 13 rooms to help families with sick children who were faced with overwhelming uncertainties and displaced from their homes. Over the years, Ronald McDonald House at Stanford has kept thousands of families together during their children's medical crises. Families at the Stanford House find a safe and supportive place to stay, build strong communities, and access specialized treatment at Lucile Packard Children's Hospital Stanford. In 2017, Ronald McDonald House at Stanford completed a multi-phase expansion to more than double their housing capacity. It is now one of the largest and most program-rich Ronald McDonald Houses in the world.

KEY FACTS

- In 2022, 34,000 overnight stays and 100,000 meals for families nearby and inside the hospital
- \$15.8 million-worth of supportive services provided
- \$6.5 million budget, including \$5 million raised through philanthropy, \$1.2 million from endowment income, and \$300K through earned income
- 61 total organizational staff, including 8-member Development and Marketing team
- Actively engaged Board of Directors

MISSION

To be there for sick kids and their families, providing comfort and support when and where they need it most.

VISION

A world where every sick child has the care they need, surrounded by family and a community they can count on.

CONNECT WITH RMHC BAY
AREA

The first Ronald McDonald House program in San Francisco was established in 1989, inspired by baby Simon Nagel Gold, who passed away from a cardiac condition after four weeks in the intensive care nursery at Mt. Zion Medical Center. In 2015, Ronald McDonald House of San Francisco relocated to operate inside the new UCSF Benioff Children's Hospital San Francisco, providing in-hospital meals, housing services, and family programming steps away from patients' bedsides.

Over the years, RMHC Bay Area has continued to evolve and develop programs to meet families' needs as they face the medical uncertainty and financial stress of caring for their children. On May 20, 2023, hundreds of community members gathered to celebrate a new seven-bedroom Ronald McDonald House, located directly across the street from UCSF Benioff Children's Hospital Oakland. And now, RMHC Bay Area is embarking on the quiet phase of a three-year \$30 million campaign to strengthen the organization's ability to be there for families, when and where they need it most. This includes expanding services in Oakland, taking on food insecurity at local children's hospitals and clinics, bringing in-hospital support services to families beyond those participating in lodging programs, and innovating to provide resources to families from day one through their whole course of treatment.

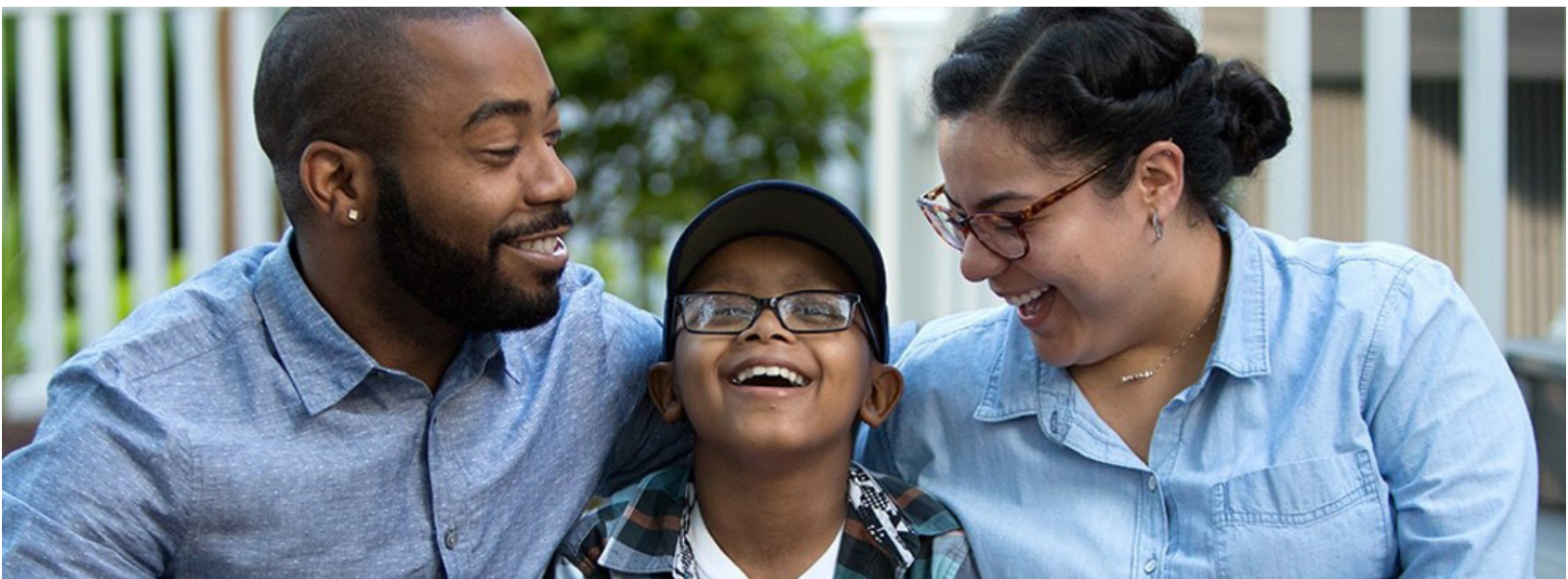
For more information, visit rmhcbayarea.org.

THE POSITION

Serving as a key member of the RMHC Bay Area leadership team, the Vice President of Advancement reports directly to Chief Executive Officer Laura Boudreau and is responsible for the oversight, planning, and execution of a comprehensive annual development program. This leader will establish strategies, structure, and tools to support the organization's programmatic growth plans over the next five years. This growth will be fueled by a 3-year, \$30 million expansion campaign and strategic expansion into new markets in the region (particularly the East Bay). In the years following the campaign, the goal will be to increase contributed income from its current level of \$5 million to \$9 million.

The Vice President of Advancement will ensure long-term financial sustainability by developing a strong team of fundraising professionals, volunteer fundraisers, and a culture of philanthropy that engages all staff in achieving revenue and relationship-building goals.

They will provide overall leadership and supervision to a full-time Development and Marketing team of eight; direct reports include the Senior Director of Development Operations, Campaign Director, and Marketing and Communications Manager. Additional consulting resources include campaign counsel for the duration of the campaign and strategic marketing and public relations support.



MAJOR OBJECTIVES

Within the first 12 to 18 months, the Vice President of Advancement will achieve the following major objectives:

- Build strong, trusting relationships with the Chief Executive Officer, Senior Leadership Team, Board, Development and Marketing team, and key donors; establish a visible and dynamic presence as a leader throughout the RMHC Bay Area community, and throughout the Bay Area's business and philanthropic communities.
- Manage, lead, and coach the Development and Marketing team, evaluating the team's current capacity and improving the foundation of the department's operational structure to ensure high performance.
- Work closely with the Chief Executive Officer, Vice President of Philanthropy, and the Development and Marketing team to oversee all fundraising, campaign strategies, goal setting, planning activities, and solicitation of major and principal gifts based on ambitious yet achievable goals.

RESPONSIBILITIES

The Vice President of Advancement will have the following primary responsibilities:

STRATEGIC LEADERSHIP

- Create and implement a comprehensive, relationship-based, and data-driven fundraising plan that includes individual, foundation, corporate, and special event source funding.
- Create and implement a comprehensive communications program that enhances mission awareness and brand reputation and advances fundraising and organizational priorities.
- Build and lead a high-performing Development and Marketing team to cultivate, acquire, retain, steward, and grow donor support.
- Manage and oversee the formation and maintenance of necessary development reports and records; help prepare and manage the department's financial reports and budget; monitor budget and ensure revenue goals are met on an annual basis.
- Advance cross-functional collaboration by building a culture of philanthropy that engages staff across program areas in raising awareness and support of our mission.



DEVELOPMENT AND FUNDRAISING

- Establish and grow the major gifts program in Oakland and San Francisco to support the campaign and RMHC Bay Area's long-term fundraising strategy, while deepening and expanding existing support on the Peninsula.
- Act as a partner to the Chief Executive Officer to support and advise on portfolio activities.
- Seek out and establish partnership opportunities with community organizations, businesses, and donors across the region to help RMHC Bay Area broaden and deepen its impact.
- Oversee and expand the organization's comprehensive development programs, including the execution of the organization's individual fundraising, grants program, annual fund appeals, email and social media campaigns, donor stewardship, and moves management. Create and execute an elevated and comprehensive donor stewardship strategy for campaign-level giving.
- Engage and motivate the Board in its role in development; manage their involvement in fundraising activities, collaborating with them to identify, qualify, and engage prospects; and take an active role in serving and supporting the Board and Board committees.
- Ensure development policies and practices adhere to the Donor Bill of Rights and ethically recruit, steward, and report impact of philanthropic support.
- Identify, develop, and steward a portfolio of 20-25 individual and institutional donors.

MARKETING AND COMMUNICATIONS

- Oversee the effective execution of all marketing and communications functions and platforms, including collateral development, social media, website, email communications, paid and earned media, analytics and reporting, etc.
- Serve as the organization's lead storyteller, leading the development of the organization's cross-platform marketing and communications plan.
- Develop and lead the organization's crisis communications plan.

QUALIFICATIONS

The ideal candidate will bring most of the following qualifications and skill sets:

- A genuine commitment to the mission, vision, and values of Ronald McDonald House Charities.
- At least seven to ten years of progressive leadership experience in development or advancement, successfully implementing a comprehensive development and marketing program; experience in health and human services would be an advantage.
- Deep understanding of prospect research, cultivation, solicitation, and stewardship strategies; demonstrated success personally soliciting and securing major gifts.
- Experience leading multi-year campaigns.
- Strong leadership and administration skills, with solid experience managing, mentoring, and motivating staff and contributing to their professional development goals; the ability to inspire colleagues toward accomplishing common objectives.
- Excellent analytical and organizational skills, with the ability to plan, manage strategically, set priorities, and focus on details while not losing sight of the big picture.
- Demonstrable skill in writing effective campaign materials, business correspondence, and cross-channel marketing communications.
- Excellent verbal and presentation skills with confidence-inspiring attitude.
- Excellent interpersonal skills to establish cooperative, tactful, effective, and harmonious working relationships with co-workers, donors, committee members, volunteers, and the public, and an eagerness to take an active, public role as a representative of RMHC Bay Area.



- Comfort interacting with families, staff, and multi-level stakeholders from diverse cultural and economic backgrounds within a semi-medical environment; an understanding of diversity, equity, inclusion, and belonging principles and practices to address bias and inequity.
- Flexibility to welcome and embrace change and a willingness to work in a fluid environment; energy and exceptional work ethic.
- Relationships with regional and national foundations in the social services sector would be an advantage.
- An existing knowledge of, or ability to quickly learn, the Bay Area's unique philanthropic landscape.
- Advanced expertise in all MS Office suite of products, fundraising and cross-channel marketing platforms (e.g., social media, Wordpress, Mailchimp, Blackbaud Luminate Online, etc.), as well as donor management software (e.g., Raiser's Edge).
- Ability to maintain the highest level of discretion and confidentiality with sensitive donor information.
- Willingness and ability to travel when needed.
- A bachelor's degree or equivalent professional experience required; master's degree and/or CFRE would be an advantage.

COMPENSATION AND BENEFITS

The salary range for this position is \$200,000 to \$220,000. RMHC Bay Area offers a wide range of benefits including medical, dental, vision, health savings account, flexible spending accounts, life insurance, 403(b) retirement plan with employer contribution, generous PTO, and holidays.

APPLICATION

RMHC Bay Area has retained Campbell & Company to conduct this search. The team for this project includes Chrisitan Cañas, Vice President; Emily Miller, Senior Consultant; and Angèle Bubna, Consultant.



CHRISTIAN CAÑAS
Vice President, Executive Search



EMILY MILLER
Senior Consultant, Executive Search



ANGÈLE BUBNA
Consultant, Executive Search

APPLY NOW >

RMHC Bay Area is an equal opportunity employer and makes employment decisions on the basis of merit and business needs. Creating an inclusive and professional environment where employees feel comfortable, safe, and free from inappropriate and disrespectful conduct is one of RMHC Bay Area’s core values. RMHC Bay Area does not discriminate (in any aspect of employment, including, but not limited to recruiting and hiring, job assignment, compensation, opportunities for advancement, promotion, transfers, evaluation, benefits, training, discipline, and termination), nor does it tolerate harassment by any person, including, but not limited to, co-workers, managers, and third parties, on the basis of race, color, religion (including, but not necessarily limited to, religious creed, dress, and grooming practices), citizenship, marital status, age (40 and older), national origin, ancestry, mental or physical disability (including, but not necessarily limited to, HIV and AIDS disabilities), genetic information, medical condition (as defined by applicable law, including cancer), U.S. military and veteran status, sexual orientation, gender identity, gender expression, sex, gender, pregnancy (including childbirth, breastfeeding, or related medical condition), or any other characteristics protected under applicable federal, state, or local laws (“protected characteristics” or “protected categories”). RMHC Bay Area also prohibits discrimination and harassment based on the perception that anyone falls within one of these protected categories or is associated with a person who is or is perceived to be in one of these protected categories.



Campbell & Company is a national nonprofit consulting firm that helps organizations create greater impact through executive search, fundraising, communications, and strategic information services. Since 1976, Campbell & Company has helped shape the evolution of fundraising as a practice in all sectors, including human services, arts & culture, education, healthcare, environment, associations and membership organizations, and civic and public affairs.

Underlying all our work is a shared focus on the Campbell & Company mission: to collaborate and innovate with people who change lives through philanthropic vision and action.

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