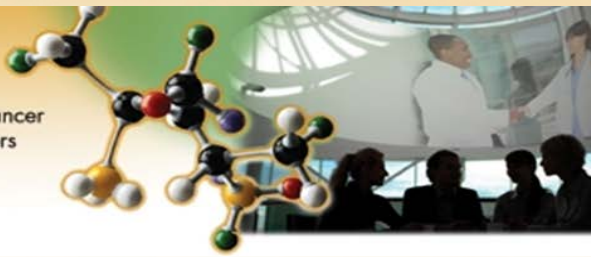




National Association of Cancer
Center Development Officers



Arrivals and Departures: Creating Seamless Leadership Transitions

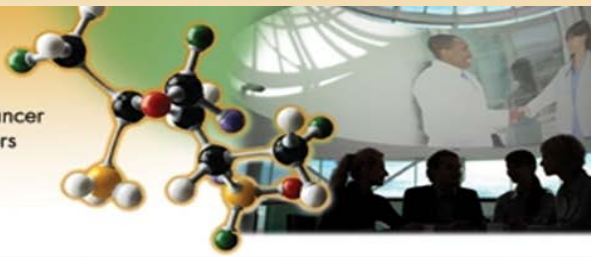
Tricia A. Bruning

Senior Executive Director, Principal Gifts Officer

Abramson Cancer Center

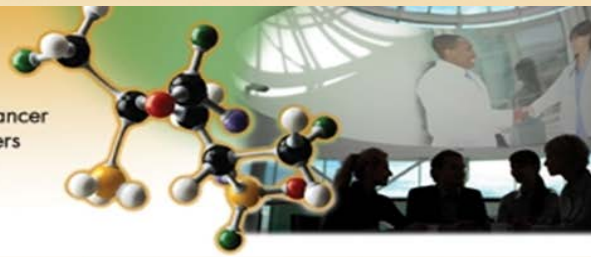
University of Pennsylvania

May 7, 2015



Briefing Book: Data & Photos

- New Dean
- Volunteer Board Summary with profile/photos
- Top Donor & Prospect Summary with profile/photos
- Penn Medicine Campaign Overview with ACC related activity highlighted
- ACC events including 3rd party
 - Include budget for sponsorships & Return on Investment
- Portfolio Data
- Proposed FY Donor visit list with rationale and objectives
- Overview of Development Team
 - Org chart
 - Staff Bios & photos
 - Program details: Annual giving, communications, direct mail, planned giving, etc.
- Peer Analysis – Tell your story – Strengths & Weaknesses
- Leadership within NAACDO
- Build that Partnership! Your success is his/her success



Change is Inevitable – Change is Good

Keys to Success:

Messaging

Donor Engagement

Transparency

- Don't Panic – Breathe – its all going to be Ok in time
- This happens all the time – other centers, other internal roles, industry, retirement, etc.
- Stay abreast of recruitment process
- Utilize Interim's time and talent
- Donor Engagement 24/7
- Create and Spread the Message – own it, cheer it, spread it
- Involve Leadership, Bench
- Immediate Partnership
- Honesty: Strengths / Weaknesses
- Share the Good, the Bad and the Ugly
- Work across silos with Public Relations, Marketing, Patient Education
- Data is King! Brief is Best!
- Establish Credibility and Trust
- Plan Exclusive and Celebratory Events, Publications – Access
- Take their new Vision & Run with It!