



AMERICAN NURSES FOUNDATION

POSITION GUIDE

Executive Director

ABOUT THE AMERICAN NURSES FOUNDATION

The ANA Enterprise is the family of organizations that includes the American Nurses Association (ANA), the American Nurses Credentialing Center (ANCC), and the American Nurses Foundation (the Foundation). The ANA Enterprise leverages the combined strength of each to drive excellence in practice and ensure nurses' voices and vision are recognized by policy leaders, industry influencers, and employers. From professional development and advocacy to credentialing and grants, the ANA Enterprise is the leading resource for nurses to equip themselves with the tools, information, and network they need to excel in their individual practices. In helping individual nurses succeed — across all health care settings and specialties, and at each stage of their careers — the ANA Enterprise is lighting the way for the entire profession to succeed.



The American Nurses Foundation (the Foundation) was established in 1955 as the research, education, and charitable affiliate of ANA. Since then, it has fought tirelessly to advance the nursing profession by raising funds to propel nurse-led research, provide education, and expand clinical practice to the benefit of the whole health care system.

KEY FACTS

- **10** Foundation Staff
- **10-member** Foundation Board
- **\$7M** operating budget
- [ANA Enterprise Strategic Plan](#)
- [Reimagining Nursing Initiative](#)
- [Philanthropy Report](#)

The Foundation advances the nursing profession by serving as a thought-leader, catalyst for action, convener, and funding conduit. The Foundation identifies pressing issues facing nurses and collaborates with leaders both inside and outside the profession on solutions to provide financial resources needed to research, test, and amplify timely solutions that evolve the practice of nursing and transform health and health care for all communities.



Mission & Vision

As the philanthropic arm of the Enterprise, the Foundation's vision is to achieve 'a healthy world through the power of nursing,' and this is more relevant today than ever. With an ever-changing health care landscape moving at rapid speed, nurses can revolutionize the approach to care for the better. The Foundation pursues this mission through the following:

- Elevating the Profession of Nursing Globally
- Engaging All Nurses to Ensure Professional Success
- Evolving the Practice of Nursing to Transform Health and Health Care

With gifts and grants from generous donors, the Foundation invests in the wellbeing and success of individual nurses while championing the nursing cause throughout the health care system.

THE POSITION

The Foundation Executive Director provides visionary and strategic leadership in partnership with the ANA Enterprise CEO and the Foundation's Board of Trustees to achieve the goals of the association. As an Executive Officer for the ANA Enterprise, the Executive Director will collaborate with leaders across the organization to develop strategy for programs and operations, ensure alignment with the strategic plan across all entities, and foster a culture of philanthropy to advance the organization, membership, and the profession.

The Executive Director reports to the ANA Enterprise CEO and manages a team of three direct reports including the Vice President of Programs, Director of Development, and the Operations Coordinator.

The Executive Director will be a creative and charismatic leader who can build upon the success of recent years to secure increased funding and partnerships to sustainably expand programs for nurses and the nursing profession. They must be an exceptional fundraiser, with the ability to identify and sustain relationships that will continue to bolster the Foundation's mission. They must also be a dynamic leader capable of developing staff teams, providing strong business acumen, and demonstrating the ability to navigate short- and long-term plans for both the Foundation and the ANA Enterprise.

CONNECT



<https://www.nursingworld.org/foundation/>





RESPONSIBILITIES

The Executive Director will have the following responsibilities:

Enterprise Leadership [30%]

- Collaborate across the ANA Enterprise – with the CEO, Executive Officers, Boards of Directors, and other volunteer leaders (board-sponsored commissions, committees, or task forces) – to develop and execute the goals of the ANA Enterprise Strategic Plan.
- As a senior leader for the organization, identify opportunities to build, maintain, and enhance partnerships that will further the programs, goals, and mission of the ANA Enterprise.
- Collaborate with the ANA Enterprise CEO and leadership team to support the Boards of Directors (ANA, ANCC and the Foundation) in their governance responsibility.
- Ensure that colleagues across all entities of the ANA Enterprise understand, value, and support the work of the Foundation, and are able to advocate for the Foundation’s mission within their own networks.

Fundraising [60%]

- Develop a comprehensive plan to diversify and increase funding in support of the Foundation’s mission, including distinct long-term strategies to engage and cultivate a robust base of individual, foundation, corporate, and government donors.
- Cultivate and manage relationships with the Foundation’s most critical funders, engaging them more deeply with the Foundation and the ANA Enterprise; identify new partners with the potential to further advance the Foundation’s mission and programs.
- Serve as an external representative for the Foundation and the ANA Enterprise at events, constituent and member programs, and with the media; work closely with the Chief Communications and Strategic Engagement Officer on all Foundation marketing and communications activity.
- Ensure that funder relationships are managed and sustained across the Foundation development staff; mentor and support the ongoing professional development of fundraising staff.

Foundation Leadership & Management [10%]

- With the Vice President of Programs, craft a future-focused, creative, and strategic vision for Foundation programs that moves beyond the pilot stage to long-term scalability and expansion.
- Develop the annual budget for Board approval and prudently manage the organization’s resources.
- Assist with Board development, including identification of potential Board members with significant

MAJOR OBJECTIVES

Within the first 12 to 18 months, the Executive Director will achieve the following major objectives:

- Develop a visionary plan for increasing funding to the Foundation with a focus on sustained, long-term relationships and robust, diversified revenue streams (including individual, corporate, and foundation funders); craft a structure for the Development staff so that funder relationships are multilayered and meaningful.
- Cultivate a pipeline of potential board members that grows and sustains the diversity of the Foundation Board of Trustees, with an emphasis on those with the networks and professional expertise to achieve a bold, long-term vision for the Foundation.
- Continue to diversify the base of recipients that receive funding from the Foundation at both the individual and institutional levels. Develop a vision for how the Foundation can secure revenue to support the greatest impact for the nursing profession and the ANA Enterprise.



fundraising capabilities; develop a strategic plan for identifying such potential Board members.

ANA ENTERPRISE CORE COMPETENCIES

Leaders are expected to exemplify the values of the ANA Enterprise: Trusted, Innovative, Inclusive, and Empowered.

Foster an Environment of Inclusion

Behavioral Characteristics

- Establish and sustain an environment of inclusivity, adaptability, and flexibility that leverages the knowledge, skills, and abilities of all team members and volunteers to achieve individual, team, and the ANA Enterprise goals.
- Move toward a shared vision/purpose by encouraging support, diversity, cohesiveness, and recognition to individual, team, and volunteer achievements.
- Create a framework for effective engagement, and communication within and among departments, and between all levels of staff, leadership, and volunteers, resulting in trust and productivity.

Create and Sustain a Positive Work Environment

Behavioral Characteristics

- Strengthen and sustain cohesion between all forms of teams within and across departments, entities, volunteers, and leaders.
- Align team objectives and departmental goals to the organizational strategic plan.
- Create a healthy work environment that is open, safe, and welcoming, and that inspires team members and volunteers to engage in challenging and varied work while successfully managing conflict.

Evaluate and Sustain Initial and On-going Employee Development

Behavioral Characteristics

- Intentionally, plan ongoing professional development for all employees to ensure maximum competence and growth.
- Align the organization's present and future individual employee development initiatives with Enterprise goals.
- Increase engagement, education, and empowerment of Enterprise employees and volunteers through strong values, guiding principles, leadership development, coaching, and continuous learning.

Promote and Support an Environment of Trust

Behavioral Characteristics

- Clearly define roles and responsibilities within performance expectations and cultural values.
- Ensure that team members and volunteers engage in shared leadership and have the authority and freedom to make decisions based on the full scope of their job/role duties, expertise, and collaborative efforts.
- Establish expectations that team members understand the commitment for individual responsibilities to self, team, stakeholders, and the ANA Enterprise.

Establish and Maintain Operational Excellence

Behavioral Characteristics

- Align work with the strategic plan to ensure common goals and objectives utilizing a framework of vision,



alignment, and execution that leverages the ANA Enterprise team and volunteer talent and expertise, and includes measurable indicators of success.

- Be intentional about identifying, creating, and improving well-designed structures and processes that promote efficient and effective delivery of best-in-class support, services, and products to employees, members, and customers.

QUALIFICATIONS

Requirements

- Bachelor's degree; an advanced degree is preferred.
- A minimum of ten (10) years of senior level experience in nonprofit development with a successful history of fundraising, including membership, major gifts, corporate and planned giving, and development operations.
- Passion for the mission of the Foundation and its role in supporting and advancing the nursing profession.
- Ability and willingness to travel extensively.

The ideal candidate will also possess most of the following professional skills and characteristics:

Professional Skills

- Demonstrated experience with prospect research, donor relations, and stewardship programs to support a growing and complex development function.
- Prior experience as a member of a high-performing leadership team; experience leading positive change and growth for a complex, multifaceted organization.
- Success in all areas of nonprofit operations including staff development and management, budgeting, forecasting, and financial administration; comfort with relevant software to manage these activities.
- Past experience recruiting, managing, and engaging a nonprofit Board of Directors.
- Experience serving as guardian and spokesperson of an organizational brand, ensuring the consistency and appropriateness of messages across various media, targets, and communication platforms.
- Enthusiasm for leading by example to motivate both staff and volunteers to achieve results with a small team.
- A commitment to and passion for integrating diversity, equity, inclusion, accessibility, and belonging across all facets of an organization's culture and mission; ability to foster DEIAB with boards and other stakeholders.
- Exceptional communication and interpersonal skills to relate comfortably with health care professionals, board and committee members, nurses, government officials, corporate and foundation leaders, philanthropists, community leaders, patients and the public.





Characteristics

- Strong personal and professional integrity, with an ability to inspire confidence and cooperation; a motivator, leader, and capacity builder.
- Strategic, creative, and visionary thinker, unafraid to take calculated risks to achieve greater impact.
- Proactive and energetic partnership builder; charismatic and dynamic, able to convey a bold vision that fosters enthusiasm and support from internal and external stakeholders.
- Ambitious, forward-thinking, and entrepreneurial thinker, grounded in the ability to get things done; able to balance developing and executing on a bold, strategic vision.

COMPENSATION AND BENEFITS

Salary is commensurate with experience. The salary range for this position is \$225,000 - \$275,000. In addition to salary, the ANA Enterprise offers incentive bonus compensation based on revenue and achievement of key strategic results. Benefits include medical, dental, and vision insurance with optional Flexible Spending Account; short- and long-term disability, basic life, and AD&D insurance; Employee Assistance Plan; 401(K) retirement plan with employer match; transit and commuter benefits; travel assistance; wellness committee and initiatives; professional development opportunities; paid vacation and sick leave, and eleven paid holidays, plus a year-end paid office closure from December 25 – January 1.

The Foundation Executive Director is a hybrid position based in Silver Spring, MD.

APPLICATION

The American Nurses Foundation / ANA Enterprise has retained Campbell & Company to conduct this search. The team for this project includes Colleen Rogers, Vice President, Joey Scheiber, Senior Consultant, and Kris McFeely, Managing Director.



COLLEEN ROGERS
Vice President



JOEY SCHEIBER
Senior Consultant



KRIS MCFEELY
Managing Director

APPLY NOW

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EQUAL EMPLOYMENT OPPORTUNITY

The ANA Enterprise is an equal opportunity employer. All employment-related decisions are made without regard to race, color, religion, sex, national origin, age, disability, veteran status, citizenship, marital status, or any other legally protected category.



Drawing on our deep expertise in environmental/conservation, human services, arts and culture, education, healthcare, and association/membership organizations, **Campbell & Company offers a high-touch, human-centered executive search experience for clients and candidates.** We recruit from our extensive national networks leveraging the relationships and reach of our entire firm, which for 47 years has partnered with organizations across the nonprofit sector to advance their missions and deepen their impact.

We are proud to be the executive search firm of choice for hundreds of nonprofit organizations. Campbell & Company has been listed four times as one of the country's **best executive search firms** by *Forbes* Magazine and named one of Women of Color in Fundraising and Philanthropy (WOC)'s **Top 10 search firms for placing extraordinary leaders of color** for three consecutive years. *Crain's* Chicago recently named us one of **Chicago's Best Places to Work**; *Seattle Business* Magazine also named us one of **Washington's Best Companies to Work For**.

As members of this employee-owned firm, everyone at Campbell & Company has a personal stake in the success of each client. Through our culture driven by **belonging, collaboration, curiosity, and rigor**, we empower every team member to innovate for the good of our clients.

Combining your mission and our passion, Campbell & Company **leverages our entire team** to be an effective and supportive partner before, during, and after complex leadership transitions. We are driven to place not just a capable candidate, but one who complements your existing culture, can **move your organization forward**, and will make a meaningful contribution to the nonprofit sector.

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