

## *About The Burkhart Group*

**The Burkhart Group** was created to enhance the success of non-profit organizations by offering a team approach to strategic planning, fundraising, and organizational management. Our clients receive the benefit of professional collaboration, creative design, and strategic thinking to meet the unique needs of the communities they serve.

As a team, we pride ourselves in being focused on you, the client. We bring the experience we gain from a vast number of non-profit groups to customize specific programs for you and your organization, a feature we feel exemplifies the special nature of **The Burkhart Group**.

**The Burkhart Group** team functions according to the principles and values we have adopted as a group. From managing capital campaigns to developing volunteer boards, our team promises to combine experience, creativity, and leadership to deliver our best, most comprehensive services to each and every client.

We believe in the following core values:

Every minute of service our clients receive is  
our BEST minute of service.

Fostering strong relationships builds strong organizations and  
successful fundraising campaigns.

We are committed to helping those with great need  
but limited resources.

Every organization has unique characteristics and is entitled  
to customization in planning.

The mission and values of the organizations with which we work  
must be consistent with our own mission and values.

The experience, skills and dynamics of **The Burkhart Group** are provided to clients in three major areas:

*Strategic Planning \* Fundraising \* Organizational Management*

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# For Our Clients

## *Strategic Planning*

*Do you know where your organization has been? Do you know where you'd like to be? Do you know how you're going to get there? Would you like some help with planning/strategic planning?*

**The Burkhart Group** believes that healthy, productive organizations begin with planning. We invest more than 25 years of managed non-profit board experience to specialize in strengthening organizations through strategic planning.

We provide non-profit organizations with the opportunity to complete a thorough strategic planning process. Included in the strategic planning process lead by **The Burkhart Group** are facilitated retreats, survey development, timelines, committee support and direction, action plan development, and implementation strategies.

A key component of every plan is board and volunteer development. We provide strategies for increasing your volunteer base, empowering leaders, and preparing for leadership succession.

### **Specific services include:**

- ❖ Strategic planning events
- ❖ Needs assessments
- ❖ Action plans
- ❖ Leadership development
- ❖ Transition and succession strategies
- ❖ Board development

## ***Fundraising***

*Are you considering a capital campaign? Are your annual fund programs in need of a facelift? Would you like to raise more funds this year than last? Would you like help from a campaign team with years of firsthand experience?*

**The Burkhart Group** provides a collaborative approach to identifying and addressing the fundraising needs of our clients from needs assessment through acknowledgement and recognition of gifts and donors. Fundraising needs, whether an initial or cyclical event, are typically identified through a strategic planning process. Our campaign team brings years of firsthand experience to campaign feasibility studies and campaign management. We enjoy the challenge of helping our non-profit clients prepare for a creative and successful capital campaign.

Fundraising programs are customized to meet the needs of our clients, as well as to reflect the organization's budgetary parameters.

### **Specific services include:**

- ❖ Feasibility studies
- ❖ Capital campaign counsel
- ❖ Major gifts development
- ❖ Annual giving program development
- ❖ Donor management

## ***Organizational Management***

*Do you need an Executive Director? Are you in need of administrative support? Do you need a “virtual” office and mailing address? Are you a non-profit organization that has limited financial resources, but needs management help?*

**The Burkhart Group** specializes in managing non-profit organizations with these types of needs in a cost-efficient, quality production manner. **The Burkhart Group** management services are contracted as a core set of services that include, but are not limited to, organizational management and board development, administrative support and direction, database management, financial administration (accounting and bookkeeping services), and website support. Simply, we become **your** office and **your** professional staff.

Other services that **The Burkhart Group** offers include fundraising counsel, program and event development and support, and membership development counsel. This package approach offers our clients the benefit of executive and professional administrative support as well as a fully staffed office. As an organization develops and needs change, your virtual office can adapt and cater to your individualized needs.

Many of our clients include event programming in their customized package. We encourage the organization’s unique and creative programming while assisting our clients in reaching cost effective and successful programs to their constituents, potential donors, and external publics.

*A typical client profile includes: absence of professional staff, need for office space and equipment, desire for administrative support, and limited financial resources. In short, we cater to non-profit organizations that have small budgets overwhelmed by great need.*

### **Packaged services include:**

- ❖ Executive support including strategic planning and fundraising counsel
- ❖ Communications
- ❖ Database management
- ❖ Volunteer coordination
- ❖ Event coordination
- ❖ Member services
- ❖ Website management
- ❖ Financial administration

## *Our Collaborative Team*

### ***Victoria Sandoe Burkhart*** ***President, The Burkhart Group, Inc.***

A native of the Philadelphia region, Victoria Burkhart (Vicki) has worked with educational and social service organizations for more than 25 years. Prior to establishing The Burkhart Group, she served as the Vice President for Development and Alumnae/i Relations at the Medical College of Pennsylvania and Hahnemann University for eight years and Director of Development and Alumni Relations at West Chester University for five years. More recently, she served as the Executive Director for The Foundation for the History of Women in Medicine, a not-for-profit organization focusing on the preservation of the history of women in medicine and the advancement of women in the sciences. In 1999, Vicki recognized a market niche that is compatible with her talents-addressing the executive needs of non-profit organizations, and **The Burkhart Group, Inc.** began.

Ms. Burkhart's areas of expertise include strategic planning, major gifts management, organizational development and administration, campaign coordination and volunteer management. She has a strong alumni background and is recognized for her experience in merging volunteer organizations. A seasoned major gifts fundraiser, Ms. Burkhart has had hands-on experience with the development of major gifts programs, including cultivation activities, coaching volunteer and staff solicitors, developing gift strategy, and creating major gifts donor management programs (moves management). She herself has closed multi-million dollar gifts for several organizations.

Ms. Burkhart received her Bachelor of Arts and Masters of Education degrees from the Pennsylvania State University where she studied organizational management and counseling.

### ***Carole Hurst*** ***Senior Consultant***

With over 20 years of professional experience in the Development and Communications field, Ms. Hurst has worked in both the healthcare and arts environments. Ms. Hurst recently retired from the position of Senior Director of Development at the Michner Art Museum in Doylestown, PA in order to pursue full-time consulting work. Her professional experience includes positions in Public Affairs, Corporate Communication and Development with Geisinger Medical Center and the Geisinger Foundation in Danville, PA; Executive Director and CEO of the Children's Miracle Network of Greater Philadelphia; Director of Major Gifts at Medical College of Pennsylvania and Hahnemann University; and currently, Director of Institutional Advancement at the James A. Michener Art Museum.

Areas of expertise include, major gifts management and administration, charitable planned giving management and administration, event organization, and directing activities of start up programs and organizations.

Ms. Hurst received her Bachelor of Arts degree in Communication from Bloomsburg University and an Associates Degree in Business from Gwynedd Mercy College.

***Robin Marshall Lambert***  
***Associate***

Joining The Burkhart Group as an Assistant Project Manager in August 2005, Robin Marshall Lambert has primarily supported our non-profit clients with volunteer recruitment and training, board development, program development, and written communication.

Ms. Lambert has been a teacher in private and public systems, as well as Director of Christian Education, for 25 years in both professional and volunteer capacities. Included in her duties have been curriculum selection and development, volunteer recruitment and management, oral and written communication, program development and event management. She has volunteered for P.T.O., Y.M.C.A., and church in the capacities of Board of Trustees member, committee chairperson, treasurer, fundraising, and volunteer recruitment and training.

A 1982 Summa Cum Laude graduate from Towson State University, Ms. Lambert was awarded a B.S. degree in Elementary Education with a math minor. In 1992, she earned an M.S. in Theology from the Ecumenical Institute of St. Mary's Seminary.

***Stephanie Mastrangelo Shoemaker***  
***Associate***

Over the past five years, Stephanie Mastrangelo Shoemaker has served many roles for The Burkhart Group. Recently promoted to Associate, she has assumed responsibility for financial management, program/project development, event management, meeting management and sponsorship activities for The Burkhart Group clients.

Stephanie has worked for over 20 years in the various industries, including health care, insurance and actuarial. Her experience varies from general administrative duties to accounting, human resources, database management, and coordinating board activities.

Ms. Shoemaker is the president of the Pottstown YMCA Swim Team Parents Association, past-president of the Pottstown Junior Service League, and is active in both the St. Aloysius School and St. Pius X High School parents associations. She is a graduate of the Katharine Gibbs Business School and holds an Associates Degree in Business Administration from Montgomery County Community College and has taken several courses on Health Care Administration from Gwynedd-Mercy College.

# Client Listing

Alumnae and Alumni Association of MCP Hahnemann University School of Medicine

Attention Deficit Disorder Association

Building Owners and Managers Association of Philadelphia

Coventry Christian Schools, Inc.

Delaware Breast Cancer Coalition

First Presbyterian Church Endowment Fund

Friends School Haverford

Kids' Chance of Pennsylvania, Inc.

Kimberton Waldorf School

La Salle University

Philadelphia College of Osteopathic Medicine

Philadelphia Human Resource Planning Society

Pottstown Downtown Foundation

Pottstown Downtown Improvement District Authority

Pottstown Planning Commission

Pottstown Public Library

Ricketts Community Collaborative Board

Schuylkill River Greenway Association

The Center for Grieving Children, Teens and Families

The Foundation for the History of Women in Medicine

Trust Fund of the Alumnae/i Association of WMC/MCP

Youth and Family Services of the Upper Perkiomen Valley

United Mitochondrial Disease Foundation

WIN: (formerly Women's Investment Network)