

MICHELE S. VONDEAK, MBA

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CAREER EXPERIENCE

TVD ASSOCIATES, Moorestown, New Jersey • July 2015 to present

Principal

(TVD Associates is a boutique-consulting firm serving the association and nonprofit sector. Core capabilities of the firm include the membership, marketing, and fundraising as well as operations functions. Clients vary in size and are both national, and regional, in scope.)

As a Principal, intimately involved in all aspects of the firm's client facing activities and general operations including business development and quality assurance efforts. Representative client roster includes the National Association of Environmental Professionals, International Furnishings and Design Association, Historic Philadelphia, Inc., Mid-Atlantic Society of Association Executives, National Association of Equipment Leasing Brokers and the City of Philadelphia Mural Arts Program.

HISTORIC PHILADELPHIA, INC. (HPI), Philadelphia, Pennsylvania • October 2005 to August 2015

(Historic Philadelphia, Inc. is a nonprofit organization whose mission is to make our nation's history relevant and real through interpretation, interaction and education, strengthening Greater Philadelphia's role as the destination to experience American history. With an annual budget of approximately \$3.5 million, HPI oversees the operation of Once Upon A Nation heritage programming, along with Franklin Square Park, the Betsy Ross House and Lights of Liberty.)

Senior Director of Development (2011 to 2015) and Director of Development (2005 to 2011)

- Responsible for development and implementation of all aspects of comprehensive fundraising plan, through private and foundation contributions, corporate sponsorship, special events, and government funding
- Successfully oversaw \$10 million capital campaign for phase I of Lights of Liberty redevelopment in 2010.
- Completed \$6.5 million capital campaign for redevelopment of Franklin Square in 2006.
- Launched HPI's first annual fundraising event in May 2009 focused on supporting Franklin Square operations. Since 2009, increased event net revenue by more than 100% and attendance by over 30%.
- Facilitated first 5-year Strategic Plan in 2007 and organizational update four years later.
- Increased Board contributions by 100%, through personal solicitations and mailings.
- Served as day-to-day liaison to organization's volunteer Board of Directors and as Assistant Secretary.
- Managed lobbying efforts on city and state levels.
- Role expanded (2008) to include supervision of Grants / Development Coordinator, as well as participation on organization's executive team.

CHILDREN'S HOSPITAL FOUNDATION (CHF), Washington, DC • 1998 to 2005

(Fundraising arm of Children's National Medical Center, completed \$300MM, 5-year capital campaign in 2003)

Director, Donor Relations & Stewardship (July 2004 to February 2005)

- Promoted to newly created position designed to establish and implement stewardship program to recognize and maintain vital relationships with high-profile donors.
- Accountable for the accuracy of donor records, the distribution of pledge reminders and recognition of donors in the hospital's Annual Report publication.
- Oversaw the management of dedication and cultivation events, directly supervising Manager of Donor Relations and Administrative Assistant.
- Simultaneous with promotion to director level, assumed temporary role as finance manager during major department reorganization. Oversaw \$14MM budget with second-in-command signature authority.

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Manager, Children's Circle of Care North American Leadership Conference (July 2003 to June 2004)

- Direct report to Chairman of the Board, CEO and Vice President for top-priority 3-day conference hosting over 1,200 philanthropists, giving \$10,000 or more annually to 1 of 22 participating North American children's hospitals.
- Developed program content, fundraised for, and executed all operations for May 2004 event.
- Administered and controlled budgets. Negotiated contracts for corporate sponsorships, entertainment, city tours, F&B, and meeting space. Instrumental in raising \$410K in corporate sponsorship.
- Successful in securing approval from White House to name the President and First Lady as Honorary Chairs.

Manager, Special Events & Gifts (July 2001 to June 2003)

Coordinator, Events & Promotion (December 1998 to July 2001)

- Built the leadership structure for black-tie gala (Jazzmatazz) and managed event 5 consecutive years while mastering critical aspects of volunteer management, vendor relationships, marketing strategy, sponsorship growth and recognition, programmatic content and ticket sales.
- As a member of the Major Gifts team, solicited additional gifts of \$1,000 to \$100,000 from individual donors.
- Doubled Jazzmatazz attendance from 1,000 (1999) to over 2,000 (2003) while increasing funds raised from \$500,000 to >\$1.2MM.

COMPETE INTERNATIONAL EVENTS, Alexandria, Virginia • 1997 to 1998

Event Coordinator

- Executed all facets of event production (décor, part-time staffing, invoicing, catering, A/V services, etc.); reported directly to owner. Recruited and supervised part-time onsite staff. Maintained budget control, reported on sales projections, wrote proposals, and created information packets to solicit new clients.
- Clients included: America Online, PricewaterhouseCoopers, Sun Microsystems, Frito-Lay

CONSULTING EXPERIENCE

THE WOODMARK GROUP, Seattle, Washington • March to July 2005

(An organization facilitating the relationship amongst the foundations of the 22 premier children's hospitals in North America for collaborative recognition of donors to individual hospitals)

- Teamed with a task force to restructure hotel registration model for annual Children's Circle of Care North American Leadership Conference. Provided onsite management for May 2005 event in San Diego, CA.

EDUCATION

MBA (Marketing Specialization), Drexel University, Philadelphia, PA

BS in Business Administration (Marketing Concentration), American University, Washington, DC

CERTIFICATION

Six Sigma, Green Belt, Drexel University, Philadelphia, Pennsylvania

PROFESSIONAL AFFILIATION

Association of Fundraising Professionals
Pennsylvania Society

VOLUNTEER WORK

Member, Alumni Council, Drexel University, LeBow College of Business, Philadelphia, Pennsylvania