

December 5, 2022

Dear Boxford Select Board:

I am submitting my resume for consideration to serve on the 10 Elm Community Committee. I am a social work professional by education and training, with more than 17-years' experience working in nonprofit leadership. I am confident that my skills and expertise would contribute to establishing and serving on the 10 Elm Community Committee.

I have been a resident of Boxford since 2018, we have two children in the Boxford Elementary Schools, and I have served on the Boxford Parent Teacher Organization (BPTO) since 2020. I am an established and invested member of this community, welcoming ways to forge relationships and expand opportunities for residents. This past summer I had the opportunity, with the approval of the Select Board, to facilitate a small peer group focused on managing anxiety for 1st and 2nd graders.

Within my consulting practice, clients are guided to advance their needs and function through managed support in areas of marketing and communications, stewardship, development, and community partnerships. This focus provides clients with the opportunity to learn about community-based issues facing their own community which directly impacts their services, while empowering nonprofit leaders in relationship building, long-term planning, cultivation and stewardship strategy, marketing and communications, and board development.

I have considerable experience working with national nonprofits, religious and educational institutions, and small local organizations, examining, and improving their current practices, designing strategies for growth, and advancing their capabilities in business operations, culture, fundraising, marketing and communications, volunteer utilization, and developing opportunities to position organizations like 10 Elm as the organization of choice for clients, community, donors, and stakeholders.

I believe my depth of understanding for the challenges faced by nonprofit organizations, combined with my diverse professional and educational background, set me apart. My social work practice specializes in advancing the needs and capacities of the total community by addressing life circumstances like poverty, violence, ageism, discrimination, and disparities in social and economic justice that fall disproportionately on vulnerable groups and challenge the spirit of the entire community.

My knowledge of nonprofit business structure and clinical experience from a social work perspective, enables me to deliver an effective and compassionate style of leadership that is necessary when working across diverse audiences.

My communication skills, together with my ability to cultivate trust and accountability, have built alliances, awareness, and increased revenue, while maintaining the integrity, mission, vision and values of the organizations and people I work with.

I thank you in advance for your time and consideration in reviewing my resume.

Sincerely,

Hilary LaMotte Burke, MSW

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PROFESSIONAL SUMMARY

Strategic and collaborative leader with a healthcare education and 17+ years of nonprofit management and development experience overseeing budgets \$20M+; complemented with expertise in marketing, communications, development, stewardship, event management, and team supervision. Dedicated health professional interested in socio-cultural, behavioral, psychological, and biological factors contributing to wellness and disease.

- Strategic Planning & Implementation
 - Finance & Budget Management
 - Donor Engagement & Retention
 - Communications & Materials Design
 - Program & Event Planning
 - Public Speaking & Presenting
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PROFESSIONAL EXPERIENCE

HLB CONSULTING – BOXFORD, MA

PRESIDENT – JUNE 2019 - CURRENT

I work with a broad range of nonprofit organizations, helping them address fundamental questions about their mission, vision, impact, programs, and operations. My goal is to help them determine how they can best use their resources to address increasingly complex social problems and make lasting change.

- Lead clients to advance their capacity through managed support in marketing, communications, grants, stewardship, fundraising, prospecting, and operations.
- Assess existing processes and structure; debrief and educate clients on areas of improvement and forecasting challenges, while strengthening their ability to serve their audience.
- Develop strategic plans for campaign building, cultivation and stewardship strategy, marketing and communications, and board/team development.

BOYS & GIRLS CLUBS OF DELAWARE – WILMINGTON, DE

DIRECTOR, MARKETING & COMMUNICATIONS – OCTOBER 2015 - JUNE 2019

As part of the leadership team, I supervised 43 Boys & Girls Clubs across Delaware in marketing, communications, and public relations; creating effective and efficient fundraising communications, and brand awareness to best communicate their stories of impact.

- Developed comprehensive marketing, communications, and public relations materials, programs and events that increased brand recognition and position with major donors, alumni, event sponsors and other stakeholders.
- Coordinated and expanded editorial direction, design, production, and distribution of 45 Club publications, social media, and electronic content to appeal across diverse audiences of donors, Club members, Club alumni, families, future members, and corporate partners.
- Regularly conducted market research and monitored trends, adjusting as needed.
- Designed and implemented appeal communications, marketing materials, and processes to execute on priority grant and contract proposals, delivered required reports, and cultivated excellent relationships with grant funders and corporate supporters.
- Implemented policies to strengthen brand awareness to ensure effective and consistent communication of organizational value proposition and track records of achievement.

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BOYS & GIRLS CLUBS OF DELAWARE – WILMINGTON, DE

REGIONAL DIRECTOR OF DEVELOPMENT – OCTOBER 2013 - OCTOBER 2015

As part of the leadership team, I created the implementation of a strategic approach to diversify fund development across 43 Clubs, including individual, corporate, alumni, and major donors. I led the development team in the coordination and execution of contributed income programs, maximizing potential of planned and legacy gifts, and developed strategic alliances with corporate supporters for special events and community-based programs increasing overall operating budget from \$18.2M to \$22.5M.

- Established fund development plan to increase annual revenue to support strategic direction of the organization.
- Identified and cultivated corporate, community, and individual prospects for fundraising priorities.
- Researched, developed, and tracked grants and diverse funding opportunities.
- Analyzed trends and adapted fundraising and communication strategies, as necessary.
- Developed relationships with stakeholders to advance the mission, brand, fundraising, and the organizations relevance to the community.
- Oversaw planning and implementation of special events to raise funds, awareness, and impact.
- Developed community partnerships with local Master of Social Work programs to provide students social work experiences through Field Placement opportunities within individual Clubs across Delaware.

NATIONAL MULTIPLE SCLEROSIS SOCIETY – ATLANTA, GA

Clinical Director – July 2005 - October 2013

As a member of the leadership team, I designed and implemented strategies for increasing comprehensive educational programs to individuals living with Multiple Sclerosis (MS), caregivers, and medical professionals throughout the southeast region. I increased organizational revenue from \$1.8M to \$2.4M, increased client and donor volume, while improving staff retention and performance. Provided leadership and management through collaborative approaches with all levels of program, medical and clinical staff.

- Increased access to medical resources for individuals and families living with MS.
- Ensured fiscal security through grant writing, special events, campaign management and developing new revenue sources.
- Demonstrated ability to partner with diverse communities and audiences, medical professionals, and peer organizations to develop, deliver, and leverage resources to enhance care and quality of life for people living with chronic diseases.
- Managed multi-medical professional committees, teams, and volunteer groups.
- Managed and directed clinical caseloads.
- Served as southeast liaison for national strategic implementation teams.

Hilary LaMotte Burke, MSW

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EDUCATION:

Master of Social Work - 2005

Georgia State University – Atlanta, GA

Bachelor of Science, Health Promotion and Disease Prevention - 2000

University of Southern California – Los Angeles, CA

PROFESSIONAL ASSOCIATIONS:

- National Association of Social Workers
- Association of Fundraising Professionals

COMMUNITY INVOLVEMENT:

- (Former) Board Member (Development Chair), Tri-Town Council, Topsfield, MA
- Board Member (Communications Chair), Boxford PTO, Boxford, MA
- (Former) Board Member, Triad Recovery, Wilmington, DE