

SARAH H. STRATHMORE, MPA

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MANAGED 8-FIGURE BUDGETS • BOOSTED DONOR BASE 300% • ENGAGED 12K+ DONORS IN <3 YEARS
LAUNCHED CORPORATE GIVING ENTITY FOR NASDAQ COMPANY IN 7 COUNTRIES • REVITALIZED ICONIC NONPROFIT WHEN MEMBERSHIPS WERE DECLINING

EXECUTIVE HEAD OF INDIVIDUAL, COMMUNITY, NONPROFIT, OR CORPORATE FOUNDATION

"No one has ever become poor by giving." – Anne Frank

Passionate president/CEO who has helped individuals and organizations make the world a better place. Bring meticulous strategy, collaborative spirit, and compassionate heart to the toughest challenges and foster long-range solutions that honor everyone involved.

Diversity champion known for mentoring women, providing resources to overlooked populations, and performing outreach across organizational and international cultures in North America, South America, the Caribbean, Europe, Asia, Africa, and Australia.

Eloquent speaker and advocate who has delivered 500+ presentations to audiences as large as 10K. Translate organizational mission into marketing and outreach campaigns that yield results. Combine Yale master of public administration with 15 years of corporate, nonprofit, and community leadership and an early career in political action and entrepreneurship.



**YWCA Outstanding Achievement
Keynote Speaker, Nonprofit Congress
Keynote Speaker, Time Academic Team Awards
Fellowship for Post-Apartheid South Africa
Communitas Leadership Award
Equality InSight Vision**

EXECUTIVE CONTRIBUTIONS

PRESIDENT & BOARD MEMBER, ENTRA TRUE HEALTH FOUNDATION

ENTRA, Inc. — Las Vegas, NV & Global Operations; 2012 to Present

Publicly held network marketing company with 1.2K FTEs, 280K associates, and \$750M(P) in nutrition and skincare sales in 2017.

Recruited from sister company Vibrant Medical Institute to establish and run a global giving organization that would expand ongoing charitable efforts and improve the lives of people in need while providing ENTRA, Inc. with greater visibility. Lead strategy and execution for all aspects of \$5M+ corporate foundation. Scope includes grantmaking and fundraising strategies, team building, and extensive internal and external communications.

Context: ENTRA's founder wished to increase corporate giving, but neither he nor other officers or board members had experience in the nonprofit sector.

Managed Risk, Maximized Productivity, and Increased ENTRA, Inc.'s Name Recognition

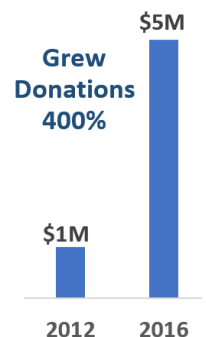
- **Catalyzed creation of corporate foundation** by presenting concept of an entirely ENTRA-based organization.
- **Increased visibility and lowered risk of ENTRA's giving program** by diversifying it from supporting a single group whose mission was at odds with some of the clients' societal values to one that gave to a variety of causes and organizations that were less polarizing.
- **Mentored executive assistant into full partner.** Divided responsibilities in a way that played to both people's strengths.
- **Led foundation to multiple accolades**, including a Silver Stevie Award from The American Business Awards and a Golden Spike Award for ENTRA.



**Golden Spike Award
Silver Stevie Award**

Grew Donations 400% to \$5M Annually, with 100% Going to Served Populations and 22% Coming from Outside ENTRA

- **Tapped into outside donations (now 22% of total funding) by establishing nonprofit operations in 7 countries.** Formed a 501(c)(3) in the US and registered charities in Australia, New Zealand, Canada, the Philippines, Hong Kong, and France.
- **Set precedent for international reach of foundation** by launching it at a convention in Sydney. Spoke at multiple conferences to audiences of up to 10K.
- **Channeled 100% of donations to served populations**, establishing operations in such a way as to share administrative resources with ENTRA, Inc. Inspired existing ENTRA employees to prioritize the work of the foundation. Attracted attention for the business model from a professor at Stanford's business school and the Lilly School of Philanthropy at Indiana University
- **Engaged ENTRA's network marketing associates in fundraising** by encouraging them to conceive their own programs. As a result, they biked thousands of kilometers, launched one-of-a-kind events, and tapped into a pool of individual and corporate donors that were otherwise unreachable.
- **Expanded Facebook and Twitter audiences**, using social media to reach and communicate with ENTRA associates and other potential contributors across 19 international markets.



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PRESIDENT, Vibrant Medical Institute — Mazatlán, Mexico; 2010 to 2012

\$30M+ holistic health organization with 150 cross-discipline staff.

Recruited by Young Presidents' Organization colleague to be Vibrant's first-ever president. Served as public face of company, speaking online and at live events. Established and executed media, marketing, and community outreach strategies.

Context: Vibrant had grown by word of mouth alone, and ownership was not prepared to allocate a marketing budget. Also, massive overhead was causing facility to lose money. Government dealings were complex, since local, regional, and federal agencies had differing regulations.

Increased Visibility and Revenue of World-Class Medical Facility

- **Gained \$350K in earned media in women's magazines across North America** by designing an on-brand contest.
- **Increased referrals from associates at sister company ENTRA** by educating them about the benefits of Vibrant's approach for their health-minded market and ensuring that Vibrant's practitioners understood and cross-promoted ENTRA's products.
- **Boosted non-ENTRA traffic** by combining existing services into disease-specific packages.
- **Increased repeat visitor rates to 60%** by creating a "frequent flyer" club that included a discount. Also established a referral program that rewarded people for recruiting their friends and family.
- **Grew reach of passive audience and potential guests** by creating online health guides for specific conditions that were shared at a very high rate among target communities. Subscriptions to this information were offered at \$50 per month, lowering the cost of entry into the Vibrant ecosystem.

Reached Audience with
\$350K
in Earned Media Coverage



Grew Occupancy Rates while Lowering Overhead and Facilitating Scalable, Profitable Growth

- **Established unified understanding of governmental compliance**, working through President Calderón to set up a meeting that got 3 agencies on the same page.
- **Enabled insurance billing for qualifying services** by establishing out-of-network billing operations.
- **Cut overhead by eliminating unnecessary tasks** and enabling smaller staff to serve more clients.



CHIEF EXECUTIVE OFFICER, Pathfinders of Nevada — Carson City, NV; 2003 to 2010

\$15M+ nonprofit organization teaching 9K+ girls to build courage, confidence, and character while making the world a better place.

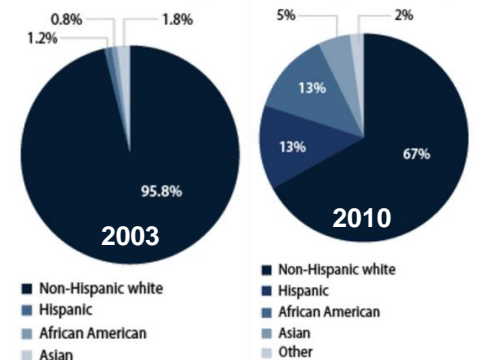
Led strategy and served as public face of Pathfinders throughout Nevada. Collaborated with PFUSA on nationwide brand and infrastructure initiatives. Lobbied for favorable state and national legislation. Oversaw 45 employees and 2K+ volunteers.

Context: Much of the group's infrastructure and processes had remained unchanged for decades. Membership was declining, partly because troops did not reflect Nevada's increasing diversity. The number of volunteers was also decreasing, largely due to the logistical difficulty of mandatory in-person training in Carson City, a national requirement that could not be changed. Cookie sales, the organization's primary funding source, had been declining for many years.

Quadrupled Donations and Grew Size and Diversity of Member Base with Effective Marketing & Program Management

- **Increased cookie sales 25% in first year alone.** Got outdoor advertisers to post pro bono ads. Set up phone bank so that people could order easily at a time when internet orders were not allowed by the national organization.
- **Brought organization back into prominence with "Raise your hand if you're a Pathfinder!" campaign** that got famous alumni — including legislators and Nevada's chief justice — to publicly endorse Pathfinders. Campaign was rolled out nationally.
- **Bolstered effectiveness of event-based fundraising.** Scrapped longstanding golf tournament that was not in alignment with audience and created a new, highly lucrative event around International Women's Day.
- **Upped and diversified membership by performing market research and targeting outreach campaigns accordingly.** Hired development director. Raised money to sponsor underserved girls. Oversaw launch of nation's first all-Muslim troop.

Grew Donations From \$3.8M to \$15.2M While Increasing Membership Diversity



EXECUTIVE DIRECTOR, Clark County Nature Center — Henderson, NV; 2000 to 2003

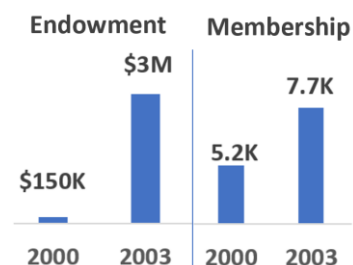
Nonprofit with budget of \$450K and mission to unite people with nature, nature appreciation, and environmental stewardship.

Guided 11-member staff in maintaining structures, programs, gift shop, and special events on 150-acre site.

Context: The Nature Center's fundraising efforts were yielding minimal results, and they were in search of a passionate leader.

Drastically Multiplied Cash and In-Kind Donations and Expanded Reach to New Populations

- **Transformed \$150K capital endowment campaign into one that raised \$3M.** Inspired board members to think bigger about how the organization's mission could be fulfilled.
- **Added educational center and 21% more land** by negotiating use of 32 acres belonging to adjacent business park.
- **Stabilized fiscal position and diversified visitor base** by shifting growth focus from expensive school programs to lucrative membership campaigns. Boosted membership 50%, in part by winning grant funding for financially disadvantaged families.
- **Powered organization's growing public profile** with community engagement campaigns, public speaking appearances, and legislative advocacy. Also spearheaded construction of one of Nevada's greenest buildings.
- **Made space more enjoyable for patrons with disabilities** by adding an accessible treehouse and lake banks



EARLY NONPROFIT AND POLITICAL CONTRIBUTIONS

- **COMMUNITY PLANNER/PROGRAM DIRECTOR, Gainesville Community Council:** Developed and managed Community Conflict Resolution Program that trained 500+ community members. Broadened appeal of organization previously made up of people 50+ years old by introducing a young professionals conference and a business award for people under 40.
- **POLITICAL DIRECTOR, American Public Dialogue:** Advised candidates on strategy, outreach, and budgets for 75+ local, regional, and state campaigns. Led strategic planning retreats and market research. Defeated sugar tax proposal that originally had 80% support in polls. Developed reputation that led to recruitment by, and full scholarship at, Yale.
- **POLITICAL CAMPAIGN CONSULTANT, Various Clients:** Supported campaigns in progressively responsible roles, culminating in campaign manager positions for John Patrick, Joana Kirschel, and others.
- **VARIOUS ROLES AND EXPERIENCES:** Traveled to Latin America, the Caribbean, and Europe. Negotiated with high-level government officials for a tourism event company. Opened marketing and advertising agency in England and sold it at a profit. Attended 2 colleges on a debate scholarship and was named one of the Top 20 College Students in America by *USA Today*.

EDUCATION AND PROFESSIONAL/COMMUNITY CONTRIBUTIONS

Master of Public Administration (MPA) with Alternative Dispute Resolution and Negotiation Focus

Yale University, Jackson Institute of Global Affairs, New Haven, CT; 2000

Completed coursework focused on nonprofit management and accounting.

Recipient, Jackson Institute Fellowship. Representative, Jackson Institute of Global Affairs.



Jackson Institute Fellowship

Bachelor of Arts (BA) in Sociology with History Minor, University of Florida, Gainesville, FL; 1998

Recipient, Harry S. Truman Scholarship. National Fellow, Phi Kappa Phi Honor Society. Recipient, UofF Senior Service Award.

Co-founded scholarship for at-risk students. Co-taught classes "Understanding Poverty" and "Civic Journalism."

Leadership: Young Presidents' Organization Member (2004 to 2010) and Nevada Chapter Executive Committee (2006 to 2008); Woodbury School of Business Advisory Committee, Nevada Valley University; Nevada Commission on Volunteers — appointed by governor — Member (2005 to 2009) and Executive Committee Vice Chair (2007 to 2009); ACCESS Advisory Committee, University of Nevada (2008 to 2010); Current Member, Association of Fundraising Professionals

JUSTIFICATION

Sarah's story was truly inspirational. Having risen from being a homeless teen to earning a full-ride, post-grad scholarship at an Ivy League institution, her passion for contributing to nonprofits—especially for reaching underserved populations—was palpable. With a header placed prominently below her name to give the reader immediate proof of effectiveness, I used the area of her profile to express her brand: heartfelt and effective.

The quote from Anne Frank speaks to her genuine desire to improve the world, while short paragraphs explain how she does just that. A list of awards speaks to the fact that she is highly regarded by her peers.

While her previous resume had her ENTRA and Vibrant experiences listed together—since they are sister companies—I chose to separate them because the client was dissatisfied with her experience at Vibrant, which was a passion project of an owner who didn't support many of the initiatives that would have made it a profitable business.

ENTRA, featured on the first page, was where Sarah had had her most recent nonprofit success. Her numbers supported an impressive-looking chart, and the awards the organization won under her leadership enabled me to echo the awards icon used in the profile. Both of these elements are repeated in other parts of the resume.

At Vibrant, I focused on Sarah's successes: more media attention, lower costs, and increased clients. We omitted a discussion of profitability, as the owner's lack of desire to make the organization profitable hamstrung her on this front.

Subsequent roles and early career information all contribute to the narrative of Sarah as a nonprofit guru and public servant. I added visuals where I could to make accomplishments easy to grasp at a glance and also to balance the design of the document as a whole.