



Edwards + Strunk, Inc.

Ensuring Nonprofit Success

Professional Introductions

The leadership of Edwards + Strunk brings more than 50 years cumulative experience in fundraising and nonprofit management to their clients. Their areas of expertise include capital campaign design and management, annual fund operations, planned giving, corporate/foundation/government relations, donor and alumni relations, Board relations and development, and institutional marketing.

Paul J. Strunk, M.A. – Principal

Paul Strunk brings more than 35 years' experience in fundraising to Edwards + Strunk, including 20 years in senior leadership positions at four separate institutions of higher education. A graduate of the University of Pittsburgh with a B.A. in Economics, he continued his education at St. Mary's University of Minnesota where he received a Master of Arts degree in Philanthropy and Development.

Prior to the formation of Edwards + Strunk, Mr. Strunk served as Vice President of Advancement at three different institutions: Lackawanna College in Scranton, PA (2013-2015); University of Scranton in Scranton, PA (2001-2006); and Wilkes University in Wilkes-Barre, PA (1996-2001). Other fundraising and management experience includes time as the Director of Capital Resources at Marywood University in Scranton, PA (2006-2013) and 11 years of increasing responsibility at the University of Scranton (1985-1996) culminating with tenure there as Director of Development. His earliest nonprofit experience includes time served as Program Coordinator for the Muscular Dystrophy Association in Wilkes-Barre, PA (1984-1985) and as District Executive of the Forest Lakes Council, Boy Scouts of America, in Scranton, PA (1981-1984).

Kevin M. Edwards, M.M., M.A., CFRE – Principal

Kevin Edwards brings 15 years' senior leadership in higher education fundraising to Edwards + Strunk. He is an honors graduate of the United States Merchant Marine Academy, with a Bachelor of Science degree in Nautical Science. He holds a Master of Arts degree in Philanthropy and Development from St. Mary's University of Minnesota, and is presently a doctoral candidate at Northeastern University pursuing a Doctor of Education degree in Higher Education Administration. Mr. Edwards holds the current certification of Certified Fundraising Executive and serves as adjunct faculty in the Master of Arts in Philanthropy and Development program at LaGrange College, LaGrange, GA.

Prior to the formation of Edwards + Strunk, Inc., Mr. Edwards served as the Vice President for Institutional Advancement at High Point University in High Point, NC (2013-2015) and The College of Our Lady of the Elms in Chicopee, MA (2010-2103). From 2000-2010 he served as the Assistant Vice President for Development and Marywood University in Scranton, PA. Previous to his work in higher education, he spent 7 years in cable television advertising sales and management and 11 years' leadership service on offshore drilling vessels in the international oil and gas exploration industry.

He is married to Maria Montoro Edwards, Ph.D. Dr. Montoro Edwards currently serves as the Vice President for Grants and Strategic Initiatives at The Wright Center for Graduate Medical Education in Scranton, PA.

ADDRESS

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PAUL J. STRUNK M.A.

EXPERIENCE

2012 to 2015

VP for College Advancement

*Lackawanna College,
Scranton, PA 18509*

Primary responsibility for College advancement, including all aspects of fundraising, marketing, government relations and alumni relations. Also serve on the President's Cabinet and other committees responsible for the overall administration of the College including policy, budget, and strategic planning. Advised and guided the Institutional Advancement Committee of the Board of Trustees.

Accomplishments

- Reinvigorated an under-performing Marketing and Communications Department. Planned and implemented the College's first formal Annual Report, annual "signature event," new web site, and unified social media presence. Established an emergency communications plan, developed a new marketing campaign, and oversaw other enhancements to the College's marketing and branding efforts.
- Established the College's first vehicle for coordinated annual giving: The Lackawanna College Fund.
- Reinvigorated an under-performing Alumni Department: Established an Alumni Board of Governors and a structure that allows for and encourages alumni engagement with the College.
- Established the President's Council. This group of non-alumni industry advisors brings the College closer to the local business community.
- Planned and implemented a major gift office.
- Planned and implemented an Advancement Services Office.

2005 to 2012

**Director of Capital Resources-
Campaign Manager**

*Marywood University,
Scranton, PA 18509*

Managed all functions relating to Marywood's comprehensive capital campaign. Responsibility for fundraising and alumni relations in Washington, DC, the Southeastern US, and other selected areas.

Accomplishments

- Planned, developed, and implemented the final phase of a \$2.4 million University chapel construction campaign.
- Planned and implemented regional development officer program in Washington and Florida.
- Served as a member of the "Bold Heart Campaign" leadership team.

2001 to 2005

**Vice President for Institutional
Advancement**

*The University of Scranton,
Scranton, PA 18510*

Primary responsibility for institutional advancement, including all aspects of fundraising, marketing, and alumni relations. Also served on the Administrators' Conference and Financial Management Committee and other committees and task forces responsible for the overall administration of the University including policy, budget, and strategic planning. Advised and guided the Institutional Advancement Committee of the Board of Trustees.

Accomplishments

- Planned, developed and implemented the quiet phase of a \$100 million capital campaign launched in the fall of 2005. Increased Annual Fund support from \$2 million to \$3.5 million.
- Facilitated the expansion of the President's Business Council to include an annual dinner in New York City that raised in excess of \$600,000.
- Planned, developed, and implemented a conversion from chapters to clubs with a special emphasis on strengthening alumni connections to the University.
- Instituted expanded and more effective use of new and existing technology.
- Planned, developed, and implemented integrated marketing efforts for the entire institution, and oversaw a successful plan to achieve international and national media placements.

1996 to 2001

VP, Alumni, Development and University Relations

Wilkes University,
Wilkes-Barre, PA 18766

Primary responsibility for institutional advancement, including all aspects of fundraising, marketing, and alumni relations. Served on President's Cabinet that had primary responsibility for overall administration of the University including planning, budget, and crisis management. Advised and guided the Development and Marketing committees of the Board of Trustees

Accomplishments

- Planned, developed and implemented Graduates Of the Last Decade program, an alumni chapter system and renewal of the class reunion program.
- Planned, developed and implemented a \$30 million capital campaign.
- Planned, developed and implemented integrated marketing efforts for the entire institution, and oversaw a successful plan to achieve international and national media placements.

1985 to 1996

The University of Scranton,
Scranton, PA 18510

Director of Development (1995-1996)

Responsible for all aspects of University fund raising including: Annual Giving, Major Gifts, Capital Campaign, Development Services, Corporation and Foundation Relations and Planned Giving.

Director of Annual Giving Programs (1992-1995)

Coordinated and directed all aspects of an over \$1 million annual fund that incorporated community campaigns, direct mail, phone-a-thons, class gifts, special events, reunion gifts, parent giving, personal solicitations, and all other methods of annual campaigning, along with supervision of the New York Capital Campaign Region.

Director, Planned Giving Programs (1989-1992)

Developed and managed the University's planned giving and special gifts program including bequests, sophisticated giving vehicles, life insurance, endowments and stewardship, along with supervising the New York Capital Campaign Region.

Assistant to the President for Development and Public Relations, Assistant Director of Development (1986-1989)

Managed the development process for presidential prospects from initial contact through cultivation, solicitation and ultimately stewardship. Coordinated the University's corporate and foundation relations program and the Philadelphia Region for the Capital Campaign.

Assistant Director of Development (1985-1986)

Directed the University's efforts in corporate and foundations relations including research, cultivation, proposal writing, and personal solicitation of prospects.

Program Coordinator (1984-1985)

Muscular Dystrophy Association, Wilkes-Barre, PA

District Executive (1981-1984)

Forest Lakes Council, BSA, Scranton, PA

EDUCATION

(2010)

Master's Degree

Philanthropy and Development

Saint Mary's University of Minnesota

Winona, MN

(1982)

Bachelor's Degree

Economics

University of Pittsburgh

Pittsburgh, PA

PROFESSIONAL & COMMUNITY AFFILIATIONS

Association of Fund Raising Professionals

Northeastern Pennsylvania Chapter

- Founding President (1991 - 1993)
- Board Member (1991 - 1996)
- Outstanding Fundraiser (2001)

Northeastern Pennsylvania Council

Boy Scouts of America

- Board Member (1989 - 2009)
- Council Vice President (2000 - 2009)
- Silver Beaver Award (1992)
- Scoutmaster (2005 - 2007)

United Way of Lackawanna County

- Loaned Executive (1991)
- Board Member (2002 - 2004)

Jesuit Advancement Administrators

- Executive Committee (2003-2004)

NEPA Rainbow Alliance

- Board Member (2014)
- Treasurer (2013 - Present)
- Chair, Pridefest (2015)

PUBLICATIONS AND PRESENTATIONS ---

1989, Jesuit Advancement Administrators, *Making Planned Giving Simple*.

2003, Jesuit Advancement Administrators, *Alumni Annual Giving Programs*.

2007, CASE District I and District II, *How to Merge the Annual Fund and the Alumni Association*. (Strunk, P.J., Wolfe, E.K.).

2010, St. Mary's University of Minnesota, *The Boy Scouts of America: The Perils of Legally Sanctioned Discrimination*.

2010, CASE District II, *Annual Fund Leadership Giving Societies*, (Edwards, K.M., Strunk, P.J.).

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Kevin M. Edwards M.M., M.A., CFRE

PROFESSIONAL COMMISSIONS / LICENSES / CERTIFICATIONS

U.S. Navy

*Commissioned as Ensign, U.S.N.R. (June 1980)
(Commission resigned 1988, rank of Lieutenant)*

United States Coast Guard

*Master Mariner (MODU) (1984)
Second Mate (Unlimited) (1982)
Third mate (Unlimited) (1980)*

United Kingdom Department of Energy

Offshore Installation Manager (OIM) (1985)

CFRE International

*Certified Fundraising Executive (2009)
(recertified – 2012)*

Homeland Security/FEMA

*National Incident Management System (NIMS)
IS-00700.a and IS-00100.HE Certification (2009)*

EXPERIENCE

2013 to 2015

**Vice President for
Institutional Advancement**

High Point University
High Point, NC

Member of the President's Cabinet, responsible to the President for the activities of the Office of Institutional Advancement.

Major Responsibilities

- Supervised 14 Advancement and Alumni Relations directors and support staff.
- Developed and implemented a comprehensive fundraising plan to deliver an average of \$15.0 million per annum in private, philanthropic support over the next five years.
- Developed and maintained a comprehensive visitation, solicitation, and stewardship schedule of University benefactors.
- Developed policy and procedural guidelines for each division of the Advancement Office, including Major Gifts, Planned Giving, Advancement Services, Annual Giving, and the Constituency Relations Office (Alumni operations).
- Developed and supervised departmental budgets in excess of \$1.0 million annually.

Major Accomplishments

- Increased Unrestricted Annual Fund support from parents at the \$1,000+ level to \$1.1 million year-to-date in FY 2014-15, up from \$495,000 for all of FY 2013-14.

- Increased total number of gifts by 29% and total number of donors by 27% year-to-date in FY 2014-15 vs. year-to-date in FY 2013-14.
- Instituted and completed conversion of Advancement data management system to Blackbaud's Raiser'sEdge from Datatel Colleague.

2014 to present

Adjunct Faculty

LaGrange College

LaGrange, GA

- Teach Master's level course in Annual Giving – M.A. Philanthropy and Development program.

2010 to 2013

Vice President of Institutional Advancement

College of Our Lady of the Elms

Chicopee, MA

Member of the President's Cabinet, responsible to the President for the activities of the Office of Institutional Advancement.

Major Responsibilities

- Supervised 10 Advancement and Constituency Relations directors and support staff.
- Developed and maintained a comprehensive visitation, solicitation, and stewardship schedule of College benefactors.
- Developed policy and procedural guidelines for each division of the Advancement Office, including Major Gifts, Planned Giving, Advancement Services, Annual Giving, and the Constituency Relations Office (Alumni operations).
- Developed and supervised departmental budgets in excess of \$500,000 annually.
- Member of the New England Association of Schools and Colleges (NEASC) Accreditation Committee. Special focus: Standard 9 - Financial Resources.

Major Accomplishments

- Develop and implemented \$10 million project-focused capital campaign for the Center for Natural and Health Sciences, the largest campaign in the College's history. Current commitments: \$7.4 million.
- Developed and successfully implemented strategy to secure \$3.2 million in New Market Tax Credit equity investment for the Center for Natural and Health Sciences.
- Increased Unrestricted Annual Fund commitments from \$545,000 in FY 2010 to an institutional record of \$602,000 in FY 2012, exceeding goal in both FY 2011 and FY 2012.
- Developed and implemented innovative plan using capital campaign to drive growth in Unrestricted Annual Fund. FY 2013 Unrestricted Annual Fund is currently 22% ahead of record FY 2012 year to date giving levels.
- Coordinated successful \$200,000 grant application to fund the new Office of Institutional Assessment and Research, a NEASC accreditation priority.
- Developed and implemented staff restructuring plan for University Advancement, increasing staff by one Major Gifts Officer for an additional annual investment of only \$7,000.

2001- 2010

Assistant Vice President for Development

2000 – 2001

Director of Development

Marywood University

Scranton, PA

Member of the President's Cabinet, responsible to the President and V.P. of University Advancement for the activities of the Development Office and Constituency Relations Office.

Major Responsibilities

- Supervised 18 major gifts / alumni officers and support staff; temporary supervision of 8 additional Marketing/Communications directors and support staff during the absence of the unit V.P.
- Developed and maintained a comprehensive visitation, solicitation, and stewardship

schedule of University benefactors.

- Developed policy and procedural guidelines for each division of the Development Office, including Major and Planned Gifts, Capital Resources, Corporate/Foundation Relations, Prospect Research, Advancement Services, The Marywood Fund (annual giving campaign) and the Constituency Relations Office (Alumni operations).
- Developed and supervised departmental budgets in excess of \$1.5 million annually.
- Membership on the following standing committees: Marketing, Outcomes Assessment, Presidential Inauguration, Strategic Planning, Middle States Accreditation, Reunion Weekend.

Major Accomplishments:

- Developed and implemented \$64 million Revenue Enhancement Plan (FY 03-04 through FY 10-11) for the Development Office to increase contributions to Annual Giving, Capital Projects and Endowment.
- Increased total annual pledge commitments to the University from \$3.6 million in FY 00-01 to \$13.2 million in FY 06-07.
- Government appropriations: U.S. Department of Education - \$1.0 million for the Center for Assistive Technology; Commonwealth of Pennsylvania/RACP: \$1.964 million for the Mellow Center for Athletics and Wellness, \$2.5 million for expansion of Athletic Facilities
- Successfully implemented two Kresge Challenge Grant campaigns in excess of \$1.0 million.
- Developed and implemented staff restructuring plan for University Advancement within the overall framework of the established Revenue Enhancement Plan.

1998 – 2000

Regional Sales Manager

1993 – 1998

Account Executive

CableRep Advertising

Dupont, PA

(A division of Cox
Communications)

Responsible to the Vice President of Ad Sales for all Cable Television advertising sales operations in the Wilkes-Barre/Scranton DMA, including:

- Administered sales staff of 20 Account Executives and support personnel.
- Developed, implemented, and achieved annual advertising revenue budgets in excess of \$5.0 Million for the Wilkes-Barre/Scranton DMA.
- Developed and implemented regional advertising packages and sales budgets for use by Account Executives to assure achievement of their personal sales goal.
- Trained Account Executives in sales techniques, product knowledge, and competitive media.
- Developed position of National Sales Manager for the DMA to increase national advertising sales.

1990 – 1993

Senior Vice President

Datakey Pennsylvania, Inc.

Wilkes-Barre, PA

Responsible to the C.E.O. for major corporate activities, including:

- Developed/implemented production schedules in Typesetting/Data processing divisions.
- Developed/implemented training program funded by PA State Department of Education Grant.
- Supervised and conducted negotiations with government grant funding program.
- Formulated/coordinated marketing policies and initiatives.
- Maintained positive client relations with over 60 separate corporate accounts.

1989 – 1990

Master/Offshore Installation

Manager (Relief)

Global Marine Drilling Company

Houston, TX

Master/On site manager of \$110 million offshore oil and gas drilling vessel. Legally responsible for all activities of 100+ persons onboard the vessel, including:

- Enforced all United States/United Kingdom and international statutory regulations governing offshore drilling and maritime operations.
- Developed/implemented personnel, training, safety, and critical procedure guidelines and policy.

- Maintained positive environmental controls as outlined in national/international codes.
- Developed/maintained positive client relations with international oil/gas companies.

1984 – 1989

Stability Technician

Responsibilities included (but not limited to):

- Maintained the vessel in a safe stability condition.
- Operational head of the Marine Department, directing daily operations and maintenance.
- Coordinated offshore re-supply operations and helicopter landing operations.
- Immediate supervision of emergency/firefighting operations and training of all members.

1983 – 1984

Ballast Control Room Operator

Responsibilities included (but not limited to):

- Continuously monitored the stability condition of the Semi-submersible oil/gas exploration vessel by use of onboard computer systems.
- Maintained the vessel's Ballast Control systems.
- Continuously monitored the vessel's safety systems and routine back-up of all onboard computer systems.

1981 – 1983

Ballast Control Room Operator

Santa Fe Drilling Company

Orange, CA

(Responsibilities As noted above)

EDUCATION

Anticipated completion date: July 2017

Ed.D.

Higher Education Administration program

Enrolled, Northeastern University

Boston, MA

2011

M.A.

Philanthropy and Development

Thesis: Undergraduate Co-curricular Activity as a Predictor of Young

Alumni Giving

St. Mary's University of Minnesota

Winona, MN

1980

B.S. (Honors),

Nautical Science

United States Merchant Marine Academy

Kings Point, NY

PROFESSIONAL & COMMUNITY AFFILIATIONS

AFP of Western Massachusetts,

Board Member

Membership Committee Chair (3/12 – Present)

Congregation of the Sisters, Servants of the Immaculate Heart of Mary,

Sponsorship Committee (1/09 - Present)

Association of Fundraising Professionals (AFP)

Member 6/00 - Present

Council for the Advancement and Support of Education (CASE)

Member (6/00 – Present)

United Way of Lackawanna and Wayne Counties,

Community Impact Committee (1/10 - 6/10)

St. Catherine of Siena Catholic Church

Finance Committee (1/06 - 6/10)

Scranton Council of Literacy Advance (SCOLA),

Board of Directors (6/04 - 6/10)

Board President (6/08 - 6/10)

Leadership Lackawanna,

Graduate and Member (6/02 - 6/10)

Forty Fort United Methodist Church

Board of Trustees (1/92 - 12/97)

PUBLICATIONS AND PRESENTATIONS

2012, Association of Fundraising Professionals - Western Massachusetts Chapter, *Growing Your Career: The Benefits of Becoming a CFRE.*

2012, Association of Fundraising Professionals - Connecticut Chapter, *The Board's Role in Development.*

2011, St. Mary's University of Minnesota, *Undergraduate Co-curricular Activity as a Predictor of Young Alumni Giving.*

2010, CASE District II, *Annual Fund Leadership Giving Societies*, (Edwards, K.M., Strunk, P.J.).

2002, CASE District II, *Everything You Ever Wanted to Know About the Annual Fund.*