

HERITAGE

THE HERITAGE MANAGEMENT ORGANIZATION

Executive Leadership Development in Heritage Management
Workshops

Successful Fundraising for Heritage Managers: Strategies and Best Practices

28 - 30 March 2025

Online Training Program

This 3-day workshop combines lectures, case studies, and interactive team exercises for developing and implementing successful fundraising strategies to increase both your organization's contributed revenues and impact in the world.

H2Growth Strategies' principal Linda C. Hartley (M.B.A., Stern School of Business-New York University) and special advisor Jennifer Herring, former CEO of The Maritime Aquarium at Norwalk, CT, will conduct the workshop.

Linda C. Hartley has taught as an adjunct associate professor at the NYU Heyman Center for Philanthropy and Fundraising; Jennifer Herring holds a certificate in Strategic Perspectives in Nonprofit Management from the Harvard School of Business. The H2Growth team has partnered with over 100 not-for-profit organizations to raise over \$ 1.5 billion through strategic planning and capital campaigns, program initiatives, and leadership development.

Linda C. Hartley co-authored the book, [Big Impact: Insights & Stories From America's Non-Profit Leaders](#). The authors interviewed nearly 50 non-profit CEOs from across the United States, including international foundations such as the Ford Foundation, Skoll Foundation, and the Rockefeller Brothers Fund. Hartley shares insights on successful strategies for leadership, large-scale problem solving, and effecting social change with the aim of inspiring readers to lead and support causes in their own communities.

HERITAGE

THE HERITAGE MANAGEMENT ORGANIZATION

Only scholarship holders are accepted to this workshop. Scholarships cover the majority of the tuition fees, except for participants' contribution. For details, contact us at info@heritagemanagement.org.

•**Benefactors' scholarships of the Heritage Management Organization** for participation will be available for qualified candidates (excluding airfare/travel and hotel expenses).

To apply for this workshop please:

1. Fill in and submit the Executive Leadership Program in Heritage Management Application Form. Please complete the application process by submitting your CV, a personal statement (describing your current project that will benefit from this training) and a reference letter (which may come in separately by your referee at their earliest convenience).
2. A reasonable proficiency in spoken and written English is required to attend the course.
3. Applicants will be asked to participate in a personal (oral) interview.

After approval of their application file, participants will receive an official letter outlining in detail the conditions of participation. Heritage Management Organization Membership comes with participation in any our Organization's Executive Leadership in Heritage Management Workshops.

Spaces for this workshop are limited, so please apply early.

The application deadline is 28 February 2025.

For questions regarding the application process and the administrative aspects of the course, contact us at info@heritagemanagement.org.