



LAKES TO LOCKS
PASSAGE

come CLOSER
Workshop



National Geographic Geotourism Partner

Financial Stability: Strengthening Your Mission to Achieve Your Fundraising Goals

With Anne Ackerson

Friday, September 27

10 am - 3 pm

Crandall Public Library

Christine L. McDonald Community Room

251 Glen Street, Glens Falls, NY 12801

An organization's mission defines its purpose and inspires its goals. It also directs decision-making around fundraising. As museums and heritage organizations search for revenue from a diversity of sources, a clearly-defined mission statement, with a plan for adhering closely to it, is the best path to achieving financial success. This workshop will address the importance of mission to successful fundraising, grant writing, programs and events. During our time together, participants will examine their mission statements, work on strengthening what their organization's do best, and create a simple action plan that identifies their next steps.

The workshop is sponsored by Lakes to Locks Passage, a nonprofit organization that manages a scenic byway from New York's Capital Region to the Canadian border-- with a mission to inspire people to discover, honor, celebrate and share the heritage and stories that connect our lives and to foster vibrant communities for future generations.

The workshop is \$15 per person, payable by cash or check, and includes lunch and materials. Two or more people from the same organization \$10 per person. Pre-Registration is required.

To pre-register, please email Anne Clothier, the Lakes to Locks Heritage Program Director at anne@lakestolocks.org.



**Council on
the Arts**

This program is made possible by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

See the reverse side for a bio on presenter Anne Ackerson →

Presenter Biography:



In a career spanning four decades, Anne Ackerson served as director of several historic house museums and historical societies in central and eastern New York, the director of the Museum Association of New York, and the executive director of the national Council of State Archivists.

In 1997 Anne began an independent consulting practice focusing on organizational development issues for the smaller nonprofit cultural institution. In this capacity, she has worked with a wide variety of cultural and heritage organizations ranging from museums to arts councils to orchestras and community theatres. Among the range of projects with which Anne has been involved include organizational assessment, board development, assisting with executive search, evaluating membership and annual giving programs, and strategic, business and master planning. She facilitated the planning for a consortium of eleven Albany, New York-area history museums and historic sites as they worked together to create new ways to collaboratively attract heritage tourism.

Anne is a frequent workshop presenter and author, focusing on issues of board and organizational development, governance issues, and planning. She writes about management and leadership issues for cultural institutions in her blog, *Leading by Design* (<http://leadingbydesign.blogspot.com>). She is a regular webinar presenter on issues of museum ethics, leadership, financial management, and board roles and responsibilities. She developed curriculum materials and a webinar on strategic planning for the American Association of State and Local History's StEPS program, a national standards program for history museums. She teaches AASLH's Small Museum Pro online course on museum leadership and administration and recently co-taught a course on leadership for the Johns Hopkins University museum studies graduate program.

Her article about the status of heritage organizations in New York State, "The History Museum in New York State: A Growing Sector Built on Scarcity Thinking," was published in the Summer 2011 issue of the journal, *Public Historian*. She is the co-author with Joan Baldwin of the second edition of *Leadership Matters: Leading Museums in an Age of Discord*, which was published this summer by Rowman & Littlefield as part of the American Association for State and Local History series. Anne and Baldwin's book, *Women in the Museum: Lessons from the Workplace*, was published by Routledge in summer 2017.

For more information or to pre-register, please contact Anne Clothier at anne@lakestolocks.org.