

# HERITAGE

THE HERITAGE MANAGEMENT ORGANIZATION

## The Heritage Management Organization

### Training Heritage Leaders

Winter 2019

Executive Leadership Development in Heritage Management Workshops

### *Successful Fundraising for Heritage Managers: Strategies and Best Practices*

15-17 February, 2019

*Location: Library of The Friends of Music Society,  
Megaron Mousikis Athinon (The Athens Concert Hall),  
Vasilissis Sofias & Kokkali 1, 115 21 Athens, Greece*

**This 3-day workshop** combines lectures, case studies, class discussions and interactive exercises to develop and apply successful **fundraising strategies and skills** for increasing contributed revenues to advance, support and sustain your organization.

H2Growth Strategies LLC principals **Linda C. Hartley (MBA, Stern School-NYU)** and **Vivien Hoexter (MBA, Wharton School-UPENN)** will conduct the **workshop**. The **H2Growth Strategies** team has partnered with over 100 non-for-profit organizations to raise over \$ 1.5 billion through capital campaigns, program initiatives, and leadership development.

**Hoexter and Hartley have co-authored a new book, *Big Impact: Insights & Stories From America's Non-Profit Leaders*, after interviewing nearly 50 non-profit CEOs from across the United States, including international foundations such as the Ford Foundation and Rockefeller Brothers Fund. The authors share 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. For more information about H2Growth and the book, click here: [BIG IMPACT](#)**

- Suggested donation for participation: **3000 Euros** (tuition, refreshments and light lunch).
- **Various scholarships as well as Heritage Management Organization scholarships** for participation will be available for qualified candidates

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(excluding airfare/travel expenses and our Organization's 2019 membership fee).

To apply for this workshop please:

- 1) fill in and submit the [Executive Leadership Program in Heritage Management Application Form](#)
- 2) after receiving confirmation of receipt of your application, complete the application process by submitting your **curriculum vitae**, **personal statement** and **reference letter** (which may come in separately by your referee at their earliest convenience). All your application documents may be submitted by email to [inherity.info@gmail.com](mailto:inherity.info@gmail.com). Applications should not exceed 750 words in total and your curriculum vitae should be up to 1000 words maximum.
- 3) a reasonable proficiency in spoken and written English is required to attend the course. In order to assess it, applicants will be asked to participate in a personal (spoken) interview.

After approval of their application file, participants will receive an official letter outlining in detail the conditions of participation. [Heritage Management Organization Membership](#) is required for participation in all of our Organization's Executive Leadership in Heritage Management Workshops. Recipients of scholarships for participation in this workshop are (generally) required to pay the general membership fee (100 Euros).

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

*The application deadline is Sunday 13 January 2019*

For questions regarding the application process and the administrative aspects of the course, contact Dr. Eleni Drakaki at [inherity.info@gmail.com](mailto:inherity.info@gmail.com)