

## Organizational Development for Small Museums and History Non-Profits

May 31, 2019, 9:00 AM – 3:30 PM

Historic New England Collections Facility, 151 Essex Street, Haverhill, Mass.

- 9:00 – 9:15 Welcome and Introduction
- 9:15 – 10:15 **Streamline Your Online Presence**  
*Suzanne Buchanan, Historic New England*
- The dizzying parade of digital social media trends can be daunting for the small organization with limited resources. Learn what works and what doesn't and what not to worry about as you grow your presence on the Web.
- 10:15 – 10:30 Break
- 10:30 – 11:30 **Building a Network: Fostering Collaboration and Support for Your Organization**  
*Michelle Marchetti Coughlin, Museum Administrator, Gibson House Museum and Board Member of the Abigail Adams Birthplace*
- Extend your reach through partnerships with libraries, national parks, local universities and other community focused groups. Learn how collaborations make your organization stronger.
- 11:30 – 12:30 **Look Before You Leap: Professionalizing your History Non-Profit**  
*Bill Salisbury, former President of the Hingham, Mass.*
- More and more local history organizations are looking to trained professionals to handle day-to day operations and grow their operations. Get planning advices on transitioning an all-volunteer organizations to a professionally managed operation.
- 12:30 – 1:30 Lunch Break
- 1:30 – 2:15 **Grant Writing and Funding**  
*Rebecca Harris, Historic New England*
- Get the big picture on grant funding with tips on writing successful grants. Learn about the many entities in Massachusetts that fund history organizations. Tips on pursuing grant funds for collections care, historic structures reports.
- 2:15 – 3:00 **Membership**  
*John Bradley, Historic New England*
- Get the most bang for your buck in your membership program. Learn the pros and cons of annual vs. rolling memberships, tiered memberships vs. one and done. Tips on tracking benefits, software systems, and successful membership sales strategies.
- 3:00 – 3:30 Panel discussion/Forum