

ANNE BUTTERFIELD CO

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CLIENT SERVICES Anne Butterfield Company

ABC is a consulting practice providing planning, fundraising and training to not-for-profit cultural organizations. We assist clients with such needs as

- Strategic planning and organizational development with boards and staff
- Master planning for museums and other institutions including business plans and *pro formas*
- Capital Campaigns - planning, feasibility studies, campaign materials content, and board and staff training
- General fundraising and development planning
- Proposal development including program funding research and development with particular expertise with national foundations, corporations and government agencies
- Governance, including assessments, governing documents, and training

Anne Tribble Butterfield has 40 years' experience in planning, administration and management of and fundraising for non-profit cultural and educational institutions.

Most recently she served at the Director of Institutional Giving at the Peabody Essex Museum (PEM) where she led a team of four to create a robust giving program with foundations, corporations and government agencies while at the same time maintaining a small private consulting practice. Anne and the institutional giving team were successful in raising substantial funds for national and international exhibitions, signature education programs, the library, the collection, facilities, and information technology.

Since 1987 she has been an independent museum professional, serving as a short- and long-term consultant to more than 60 museums and libraries across the United States and in Bermuda, Great Britain, Israel, Senegal, and the Republic of China. She works with new museums just being formed as well as with established museums planning or engaged in major change. Clients range from small and medium-sized history, science, art and children's museums to large national institutions such as the Smithsonian Institution and the Field Museum of Natural History. More than 50% of her clients call on her for additional assignments. She also provided training and short-term consulting to more than 60 museum directors in Poland.

From 1976 to 1980 she was a member of the group responsible for the Boston Children's Museum's move to new headquarters. During the 1980s, she added such responsibilities as the management of all fundraising, membership, computer center, and public relations departments as well as working with five committees of the board.

Anne has held a variety of national and regional offices in professional associations, has taught seminars on museum moving, planning and fundraising, presented papers, and served on panels for national and regional conferences, and as a reviewer/panelist for federal and state funding agencies.

Anne Butterfield has completed the Museum Management Institute program (now the Getty Leadership Institute), and holds a bachelor's degree in English literature. She is a founding member and past president of *The Museum Group* (TMG), an association of former museum executives now serving as independent practitioners providing consultative services to the field. TMG members frequently collaborate on projects to bring their combined experience in different disciplines to the clients' needs.

CLIENTS

SELECT ABC CLIENTS:

The Chickasaw Nation. ABC led a team that included People, Places & Design Research and Marketplace in the development of a comprehensive business plan for the new \$35 million Chickasaw Cultural Center in Sulphur, Oklahoma.

Cranbrook Educational Community. The Community's Institute of Science underwent a \$31 million capital expansion and senior management transition. ABC provided year -long guidance and support to capital campaign volunteers and staff in all phases of capital, annual and program development and membership efforts.

The Nantucket Atheneum. The 166-year old island library is known for its historic structure and adjacent park, the only green space in the town center. With a co-consultant from the TMG, ABC led board members in the development of a strategic long-range plan that uses current and emerging technology to improve its special and general collections, increase its programs and services to the community, build its long-term financial stability and preserve the building and parkland. As part of implementing the plan, ABC worked with the leadership on board development and program funding.

Charles H. Wright Museum of African American History. This 30-year-old institution expanded into a new 120,000 square foot building that made it the largest African-American Museum in the country. ABC worked with the director, board and others to create a dynamic transition to the new building. ABC was later part of a team that developed the five-year strategic business plan.

Field Museum of Natural History, Chicago. A major new programmatic thrust to prepare for the Museum's centennial coincided with a \$42 million capital campaign managed by the museum's development office. To ease the load, ABC provided successful program proposal development services on such wide-ranging topics as Egypt, the Pacific, geology and Africa to federal agencies and private foundations.

Rhode Island Children's Museum (now the Providence Children's Museum). After a decade of successful operations, this museum had to expand or move. ABC led a board committee through the strategic planning and research that resulted in a plan of action. Later, ABC conducted a fundraising feasibility study for the Museum, and was then counsel to their capital campaign.

Bermuda Underwater Exploration Institute. This institution provides Bermuda and its visitors with a dynamic look at the fascinating world under the ocean's surface. ABC was part of a team working with the Board to develop all aspects of the Institute, with major responsibility for the \$22 million capital campaign. ABC has provided staff and board training and consultation on development and membership.

United States Information Agency/The American Center, Warsaw, Poland. ABC was invited by the Arts America Program to work with the US Embassy's American Center to develop and present a three-day seminar geared to help the directors of 60 Polish museums make a successful transition from centrally controlled and funded operations to independent museums with diverse revenue streams. Mini-seminars for museum directors and personnel from the ministries of culture and tourism were presented in four additional Polish cities.

Institute for Training and Development/Russian Museum Directors Project. Lead trainer in museum management and operations for three-week program to introduce directors of eight major regional museums in Russia to American museum management. Classroom work was coupled with on-site field work at more than two dozen American museums.

The George Frederick Handel House Museum. The 17th century home near London's fashionable New Bond Street where Handel composed *Messiah* and other masterpieces has been transformed into a house museum, performance, recording and research facility. ABC was retained to spearhead support for this project in North America.

The Children's Museum of the Arts. This small museum in the SoHo area of New York City draws on the richness of the local artist colony for inspiration. ABC worked with the founder to plan each phase of the project: from mission statement and criteria for board selection to program planning, budget forecasting and overall facilities concept. ABC provided guidance throughout the initial implementation phase.

OTHER CLIENTS INCLUDE:

Aloha Foundation
Association of African American Museums
B. B. King Museum and Interpretive Center
Bostonian Society
Brooklyn Children's Museum
Black Archives of South Florida
Boston Center for the Arts
Barnes Foundation
Bermuda National Trust
Chesapeake Bay Maritime Museum
Children's Museum of Memphis
Children's Museum of Phoenix
Children's Museum of S. E. Connecticut
Children's Museum (Portland, OR)
Children's Museum of South Dartmouth
City of Wichita
Dallas Contemporary
Edgartown Library Foundation
Freedom Trail Foundation (Boston)
Harvard University Museum of Natural History
Hershey Museum
Hillwood Museum & Gardens
Historic Annapolis Foundation
ImagiNation Afrika (Dakar)
Kentucky Historical Museum
KidsCommons , Columbus, IN
Lied Children's Museum (Las Vegas, NV)
Long Island Children's Museum (NY)
Louisiana State Museum
Lyric Stage (Boston)
Mashantucket Pequot Museum
Mississippi Blues Trail
Museum in the Community (W.VA)
Museum of Natural History, University of Michigan
Museum of Russian Icons
Museum of Science (Boston)
National Science Foundation/Association of Science-Technology Centers
National Underground Railroad Freedom Center (Cincinnati)
National Women's Hall of Fame
New Bedford Whaling Museum
New England Historic Genealogical Society
New England Museum Association (NEMA)
New England Science Center (Eco-Tarium)
Old South Meeting House (Boston)
Peabody Essex Museum
Penn Center (SC)
Pleasant Company
Providence Children's Museum (formerly Children's Museum of Pawtucket)
Seneca Iroquois National Museum
Smithsonian Institution: Experimental Gallery
Society for the Preservation New England Antiquities (now Historic New England)
Strawbery Banke (Portsmouth, NH)
Timmy's Town Center (Scranton, PA)
Uintah County Western Heritage Museum
UNESCO/University of Texas, Conference on the African Diaspora and African-Americans in the New World
USS Constitution Museum (Boston)
Wenham Museum
Wisconsin Children's Center/Madison Children's Museum (WI)
Woonsocket Industrial Development Corporation (RI)

ANNE DOBBS BUTTERFIELD
PRINCIPAL CREDENTIALS

Experience:

1987-: **Principal**, *Anne Butterfield Company*, Harvard, Massachusetts.

Providing consultative services in planning, management, development and governance to museums, libraries and other cultural organizations.

2007-2017 **Peabody Essex Museum**, Director of Institutional Giving, Salem, Massachusetts.

Led a team of four development professionals focused on corporate, foundation and government grants and sponsorships. Worked across all departments to secure funding for exhibitions, programs, library, collection, operating, endowment, and capital needs. Developed new sources of funding and re-engaged long-dormant donors including local, national and international sources.

With Institutional Giving team, re-organized the corporate partnership program and increased participation by 64%. Developed a national and regional exhibition sponsorship program.

1981-1987: **Director, Development & Public Affairs**, *The Children's Museum*, Boston.

As one of four senior managers reporting to director, led a division of 15 employees, responsible for all fundraising, membership, public relations programs, including capital projects in United States and Japan, annual appeal and direct mail, and program funding.

Supported or managed 5 board committees: Executive, Nominating, Development & Long Range Planning, Financial Planning, and Benefits.

1980-1981: **Director of Development**, *The Children's Museum*, Boston.

1976-1980: **Program Associate for Development**, *The Children's Museum*, Boston.

1970-1975: **Public Information Officer**, *Department of Health and Rehabilitative Services*, Office of the Secretary, Tallahassee, Florida.

Professional: Member, American Alliance of Museums (AAM) and New England Museum Association (NEMA), held elective and appointive positions in each, including Vice Chair, Development & Membership Professional Standing Committee, AAM; past chair, Nominating Committee, NEMA. Member of Art Museum Development Association (AMDA). Member, Association of African American Museums.

Panelist/Reviewer for National Endowment for the Humanities Challenge Grant; Institute of Museum Services; New Hampshire Council on the Arts. Juror, Architect Selection Committee, Children's Museum of Maine.

Faculty, National Science Foundation/Association of Science-Technology Centers Seminars; for Council for the Advancement and Support of Education (CASE) with award for excellence; Back to Back Seminars, Boston Children's Museum; Cambridge Center for Adult Education.

Panel Chair/Presenter, various AAM, NEMA, AMDA, ACM and ASTC meetings.

Author, "Museums, Public Service and Funding: Today's Conundrum", *Curator, The Museum Journal*, Vol 44, No. 1, January 2001.

Author, "Education: A Perfect Partner for Project-based Fundraising", *Journal of Museum Education*, Vol 35, No 2, Summer 2010.

Co-author, written testimony presented before the United States House of Representatives Appropriations Sub-committee on HUD and Independent Agencies on behalf of museums and the National Science Foundation and on behalf of museums and the Institute of Museum Services.

Author, "Fundraising for Children's Museums: Viva la Difference", Hand to Hand, Children's Museum Network, Vol. 2, No. 1.

Co-author, Children's Museums: An Overview. Requested by Treatise on Museology, Volume I, 2.2.25 Children's Museums.

Author, numerous proprietary, commissioned studies, plans, reports, funding proposals and publications or fundraising materials.

Community: Former member of Board and President, City Stage Theater Company
Former Trustee, Harvard Historical Society
Former Associate Director, Harvard Conservation Trust
Past President of the Board, Fruitlands Museums, Harvard, MA
Former Member of the Corporation (former), Emerson Hospital, Concord, MA
Advisory Board, Children's Museum of the Arts, New York, New York.
Former Trustee, Boston Center for Adult Education; chair, Long-range Planning Committee;
Former member of the Corporation Emerson Hospital
Former trustee, National Storytelling Association; chair, *ad hoc* Governance Committee; member, Interpretive Center Committee
Harvard (MA) Cultural Council (former chair).
Former board member, co-producer, Three Apples Storytelling Festival, Harvard.

Education: Bachelor of Arts in English Literature, Stetson University, 1969.
Graduate work in communication theory, Florida State University, 1973.
Museum Management Institute, University of California, Berkeley, 1984.
Excellence and Equity Program Training, American Association of Museums, 1995.

Affiliation: The Museum Group, an association of independent museum professionals. President, 2000.

