



**'The Art & Science of Fundraising'**  
**A Study Visit to New York for Senior Executives from Museums and Cultural Institutions**

**New York City, May 19 - 22, 2024**

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Across the globe, museums and cultural institutions are increasingly seeking private donations to complement the funding they receive from public authorities. In their efforts to broaden and diversify their sources of funding, they might draw inspiration from their colleagues in the United States.

To stimulate this learning experience, Myriad USA is organizing an invitation-only study visit to New York City. This intensive, four-day program, entitled *'The Art & Science of Fundraising'*, will take place from Sunday May 19 through Wednesday May 22, 2024. It is designed to introduce a select group of 60 executives of museums and cultural institutions from around the world to the factors that have helped their American counterparts achieve continued success in fundraising.

The study visit will provide participants with a unique opportunity to meet with the 'best of the best' of New York City's fundraising world. The program consists of a series of highly interactive discussions, covering key topics such as strategic planning, prospect identification, membership and alumni giving, donor cultivation, capital campaigns, corporate partnerships, planned giving and trustee involvement. In addition, maximum interaction among the participants is encouraged through various social events.

Similar initiatives, successfully organized since 2007, drew highly positive comments from all participants. Ainhoa Grandes Massa, President of Fundacion MACBA - Museum of Contemporary Art of Barcelona, said *"You gave us the motivation we need to continue our hard job. Interesting topics, bright speakers, perfect organization."* For Pavel Hajek, Director of Marketing at the State Opera of Prague, it was simply *"20/20"*.

**Target audience:**

Senior executives and development / fundraising officers of museums and cultural institutions.

**Practical Information:**

Dates:

From Sunday May 19 through Wednesday May 22, 2024

Registration:

**As places are limited, we encourage you to register early.** To register, please contact:

<u>African invitees</u> -	Kady Sylla, Director - Africa Phone +1 (212) 713 7663, <a href="mailto:kady@myriadusa.org">kady@myriadusa.org</a> .
<u>European invitees</u> -	Ellena Fotinatos, COO & Europe Lead Phone +1 (212) 713 7665, <a href="mailto:ellena@myriadusa.org">ellena@myriadusa.org</a> .
<u>Latin American invitees</u> -	Monica Carrillo Zegarra, Director - Latin America Phone +1 (212) 713 7664, <a href="mailto:monica@myriadusa.org">monica@myriadusa.org</a> .
<u>Asia-Pacific + Middle Eastern invitees</u> -	Ly Tran, Director - Asia Pacific & Middle East Phone +65 96236535, <a href="mailto:ly@myriadusa.org">ly@myriadusa.org</a> .

Cost:

There is no registration fee for participation in the program, since it is by invitation only. Participants will pay for their own travel and accommodation expenses. Myriad USA will cover the costs for meals, social events and local transportation in New York.

Visas, Travel & Accommodation:

- Visas: Participants are responsible for visas required for entry to the United States.
- Travel to and from New York: Participants are responsible for their own travel arrangements.
- Accommodation: We have arranged for a discounted group rate at The Iroquois New York (49 West 44th Street), conveniently located close to the program’s activities in midtown Manhattan. We will provide you with further details upon your registration. Note that there is no obligation to choose this hotel, so if you prefer to stay somewhere else, that is fully fine with us.

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Myriad USA provides donors with a simple and efficient platform to support nonprofit initiatives overseas, anywhere across the globe. Myriad USA brings together the expertise and networks of the King Baudouin Foundation United States (KBFUS) and Give2Asia, and builds on their shared history, their shared belief that local knowledge counts, and their shared objective of improving the lives of people around the world.