



Optimizing Transitions: Old Sturbridge Village

Client and Opportunity:

Located in Sturbridge, MA, Old Sturbridge Village (OSV) is a nonprofit living history museum presenting the story of life in New England from 1790 through 1840. With the unanticipated departure of their former CEO and other key development personnel, OSV engaged CRI to provide interim development leadership and to recruit a new CEO.

Strategic Approach:

CRI consultants stepped in immediately to stabilize OSV's fundraising operations, design and execute a short term management plan, and begin a national search for a new executive. After identifying and correcting several operational challenges which limited the organization's development potential, CRI was able to make recommendations that would allow OSV to diversify its sources of financial support – decreasing its traditional reliance on visitor fees.

Outcomes:

- Top tier talent Jim Donohue recruited as CEO; CRI subsequently retained to conduct searches for the Directors of Corporate /Foundation Giving and Individual Giving as a result Jim's hire and leadership
- OSV development operations re-engineered to support ongoing growth and sustainability despite a challenging economic environment; fundraising has grown less than \$50,000 pre-engagement to \$3.4 million today
- Organization has reversed decades of declining visitation and has a balanced operating budget for the first time in more than 10 years.

Services Provided:

Interim leadership and counsel, strategic development planning, and executive recruitment

