



Anne Manner-McLarty, Director

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Heurista: Creative discovery for complex projects

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Anne Manner-McLarty is founder, president and lead consultant for the design and project management firm, Heurista. The firm's work is focused on communication tactics for fundraising organizations of all types, drawing on Anne's thought leadership in donor recognition and stewardship program planning. While individual projects often require the design and implementation of specific communication tools, Heurista's work is strategic in nature and concentrates on the development of comprehensive policy, documented procedures and critical cross-departmental relationships within client organizations to deliver effective, repeatable communication plans.

Anne has been an active participant in ADRP's conferences, webinars, listserv and regional meetings since 2005. She has been a regular speaker on the Best Practices for Donor Recognition™, a practical approach to donor recognition program planning developed by Robin E. Williams Incorporated. Currently, she is concentrating on defining the norms and trends in the integration of new media for donor recognition and other donor communication venues and developing versatile stewardship plan templates.

Originally from the Atlanta area, Anne graduated from the Rhode Island School of Design with a degree in sculpture. She is a serial entrepreneur, living happily in Asheville, North Carolina with her husband and a flock of hobby chickens! She is active in the community as an organizer for TEDxAsheville and is enjoying re-engaging her art, primarily through ceramics.