

**Fundraising Team Agenda
Tuesday, December 28th, 10:00 a.m.
Greeley History Museum**

Meeting to be digitally recorded; transcribed by Sarah Saxe

Call to Order:

Roll Call:

1. Review of Case for Support Documents
2. Review of Capital Campaign Planning Documents
3. Discuss Roles and Responsibilities
4. Discuss Promotional Tactics
 - a. Website
 - b. City Scoop
 - c. CPRD Newsletters
 - d. News Release
 - e. FB posts – COGM and COG
 - f. Cross-promote at Museum events and facilities
 - i. Retractable banner
 - g. Promotion refresh in Q2
 - h. Additional digital promotion

New Business:

Old Business:

Next Meeting: Tuesday, January 25, 10am

Adjourn:



Proposed Agricultural Heritage Center at Centennial Village Museum.

Weld County Agriculture

Celebrating Our Roots with a Fruitful Future

Our Agricultural Roots



Native people inhabited what is now Greeley for over 10,000 years before Euro-Americans arrived. Tribal values of the Arapaho, Cheyenne, and Ute who call this region home include a deep reverence and gratitude for the natural environment.

Later groups arriving in Greeley moved here seeking economic stability and freedom. Germans-from-Russia, Mexicans, Swedes, Japanese, and African Americans, among others, migrated here to raise crops and livestock.

This cultural diversity, rooted in a shared respect for the land, makes Greeley a distinct community.

"Agriculture plays a key role in our community, bringing people together through common threads, planting and harvesting, sharing bounty, and providing for needs through self-reliance and community. There is a historical element in our community with agriculture that I hope never fades. It's critical that our stories live on from generation to generation."

- Jaymi (Hatch) Nickell, Community Member

(The Hatch family farm in Weld County grew beans before it was sold two generations ago. The Hatch and Pumphrey families represent five generations of Weld County residents.)

Our Agricultural Roots {Continued}

Greeley is growing fast. Greeley’s population has increased by 19.49% since the last published census (2010). In 2019, Greeley saw a 77% growth in permitted housing units. Greeley also led the state in job growth with an average growth rate from 2010-2019 of 24%.ⁱ

With the influx of families and workers to the Greeley area, our community is experiencing economic benefits and revitalization, including growth in white-collar service sectors such as healthcare and professional services. But we must not forget the continued importance of Weld County’s agricultural industry:

Weld’s agricultural output is number 1 in the state, accounting for 27% of Colorado’s sales. The number of farms with small revenue (<\$1,000 in sales) is growing and accounts for 38% of all farms in Weld.ⁱⁱ

This means that small farms, and the agricultural industry in general, are here to stay. We need your help to ensure that newcomers to our area and future generations understand the important role agriculture has played in Greeley’s past, and will continue to play in our future.



Our Agricultural Disconnect

Americans today are more removed than ever from the processes of growing or raising our food. Most children in Greeley lack the opportunity to visit, let alone work or live on a farm, to foster a deeper relationship with the land. Newcomers to Greeley won't see farmlands like those that were present years ago, and they won't hear stories of the importance of agriculture unless we work to share them.

Within Weld County, we have a large need for more organizations focused on conveying the significance of agricultural heritage and practices to the public. Schools have few outlets in which to engage children with hands-on learning opportunities to foster respect for our agricultural heritage.

The City of Greeley Museums' mission is to preserve and interpret the history of the Colorado high plains region with emphasis on the City of Greeley and Weld County.

Greeley Museums' mission makes us uniquely situated to fill this gap. Our goal is to convey the importance of agriculture through the preservation and display of unique artifacts and histories. We aim to share these inspiring stories of our roots by creating engaging exhibits, educational programs, and community-building events.



“Some may think of a museum as simply a housing place for “old things”. The reality is that it is a community gathering place where we come together to learn of our past, the people who came before us, and imagine our future.”

- Ken Jones, Greeley Museums Volunteer



Greeley Museums Make an Impact

If you've ever been to Centennial Village Museum, one of four sites within City of Greeley Museums, you've seen the special experiences we offer our visitors – we transport you back in time to learn about the settling of the western high plains and feature costumed interpreters, heritage farm animals, and 8-acres of beautifully landscaped grounds. This outdoor, living history museum provides the perfect venue to delve deeper into our agricultural heritage and tell the story on a grand scale.

The Village offers a centralized space to preserve artifacts, create state-of-the-art exhibits, and develop innovative programming to aid us in our mission. It also boasts existing exhibits and infrastructure that help convey the importance of agriculture in our region, including a windmill and head gate installation, and an exhibit on the cattle industry.



Greeley Museums' Community Reach

Centennial Village Museum has an established visitor base serving 20,000 people annually. We host an array of annual events with high attendance and satisfaction rates:

2019 Special Events Attendance Stats

5541

History Festivals

4293

Baby Animal Days

1005

Pets 'N' Popsicles

1309

Potato Day

1813

Howl-O-Ween

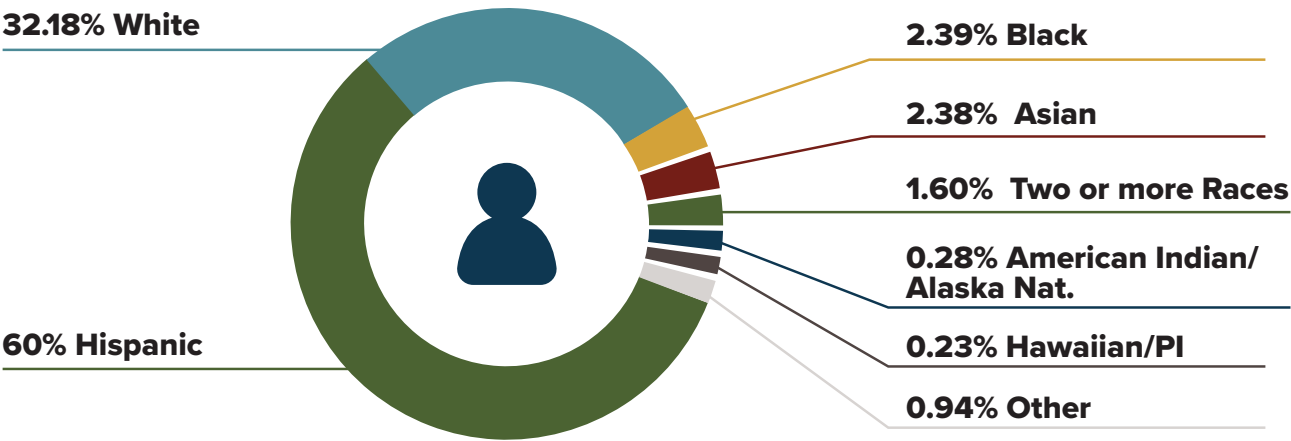
1469

School Tours

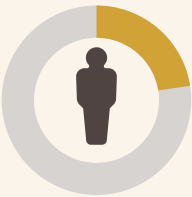
Teacher satisfaction rates: 98.94% (History Festivals)

Ethnicity by Percent of Students in District 6

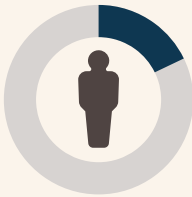
Greeley Museums works closely with Greeley-Evans Weld County School District 6 to offer dynamic field trip opportunities and in-classroom learning. Our educational programming has a proven track record of reaching diverse and historically underserved communities, engaging people of all backgrounds and abilities.



Poverty Stats



21.2%
of children under 18 in the District
live below the poverty line



16.2%
persons in poverty in
Weld County



Greeley Museums Reach Diverse Audiences

"I learned a bunch of stuff from the past. I learned how they washed their clothes and how they lived and what Colorado looked like a long time ago. I will remember all the memories I had here."

- Elementary School Student Visiting Centennial Village Museum's History Festival

English as a Second Language

Scores of languages from all continents are spoken in Greeley-Evans Weld County School District 6. Greeley Museums is committed to providing content in multiple languages to better serve our community.



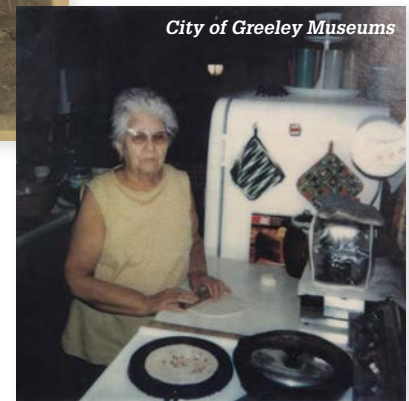
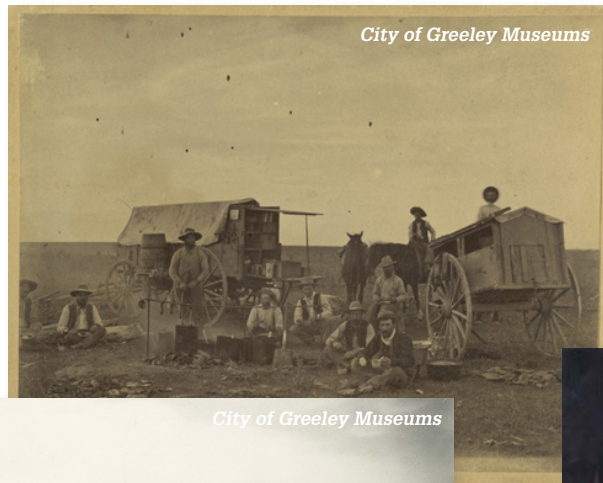
Percent of adults in Colorado with select functional disability types

Greeley Museums employs new technologies to expand access to all visitors.



Sharing Our Agricultural Story

Sharing the story of our agricultural heritage will require a multifaceted approach. Museum staff and community members alike agree that the construction of a multi-purpose building located at Centennial Village Museum with capacity for exhibits, artifact storage, programming, events, and rentals is the solution.



Our Vision: The Agricultural Heritage Center



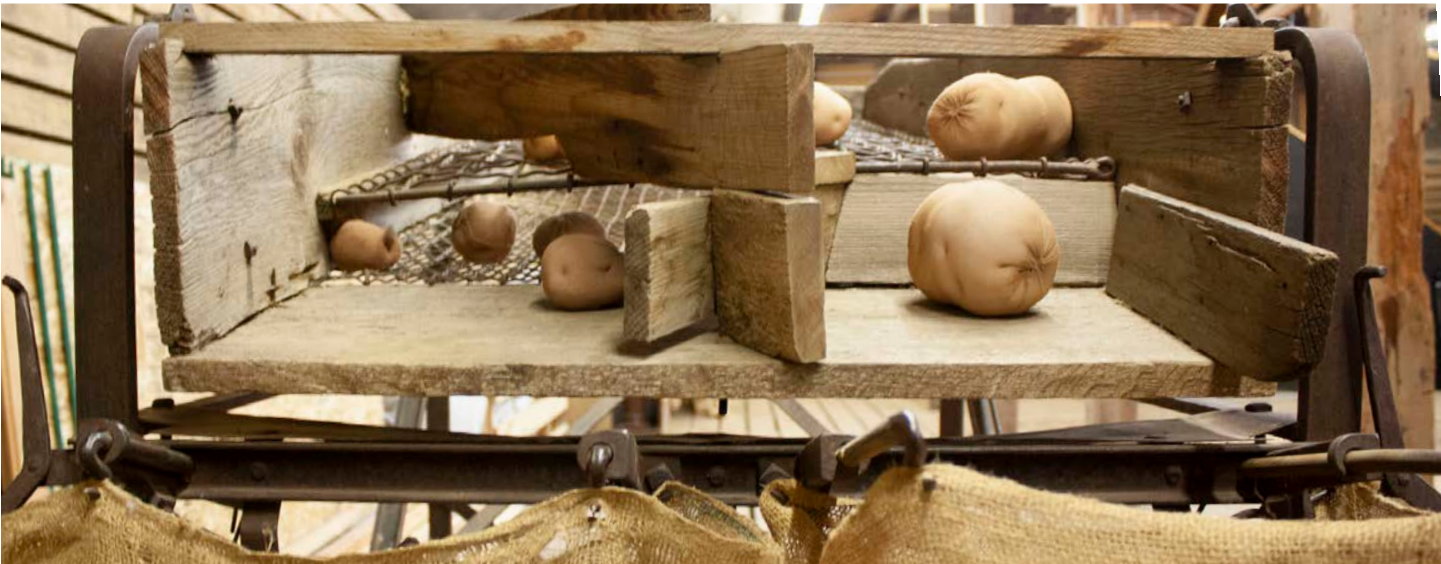
This purpose-built space will allow us to offer extensive educational opportunities and living history experiences to deepen connections to our community's roots. Programming for all ages will focus on the historical, cultural, social, and economic practices relating to the production and consumption of our food. We will compare past agricultural techniques with new methods and technologies, highlighting notable farm inventions and innovations in the industry. We will explore the differences and similarities in historical foodways of various ethnic communities in our region. And we will incorporate a demonstration field for hands-on learning to solidify the connection between what is learned in the classroom and work done *in the field*.

“Centennial Village Museum is a site of memory – a place of dialogue, historic consciousness, and a multi-sensory form of learning. It functions as a way to conserve history for future generations. The most fulfilling part of working at Centennial Village is witnessing recent immigrants’ personal and historic connections that enhance their sense of belonging.”

– Adriana Trujillo, Lead Site Interpreter

Our Vision: Preserving our Agricultural Heritage

The new Agricultural Heritage Center will provide the perfect space to install innovative exhibits featuring artifacts from our collections that make us reflect on past and present agricultural practices. Such artifacts include potato cutting and sorting machines used by C. O. Plumb on the Plumb Centennial Farm. These artifacts, plus others, are in need of a climate-controlled facility for storage and display to ensure their long-term preservation.



Agricultural artifacts from City of Greeley Museums' collection requiring preservation and display.

Our Vision: Increased Accessibility and Inclusion

The new Agricultural Heritage Center will feature state-of-the-art exhibits designed in both English and Spanish, better serving our 60% Hispanic school district and their families. We will pair historical artifacts with new technologies, such as touch screen interactives, virtual tours, motion-activated elements, and videos to engage learners on multiple levels. Increased digital content on our cell phone tour will allow visitors to self-navigate around the exhibit and further investigate topics and artifacts of particular interest. These digital components not only captivate audiences, they provide increased access to content for English language learners and visitors with intellectual and physical disabilities.



ThingLink, a visual learning platform used by Greeley Museums, provides:

- translations into 93 languages and dialects
- text-to-speech functionality
- pronunciation audio clips and definitions

OnCell, a mobile app and audio tour used by Greeley Museums, provides:

- audio files and translations into Spanish
- space for additional, related content
- more images and videos
- links to external content

Just as our exhibits and programming will be developed with inclusivity in mind, the facility itself will incorporate ADA compliant interior spaces, bathrooms, and sidewalks.



Our Vision: Celebrate with Us

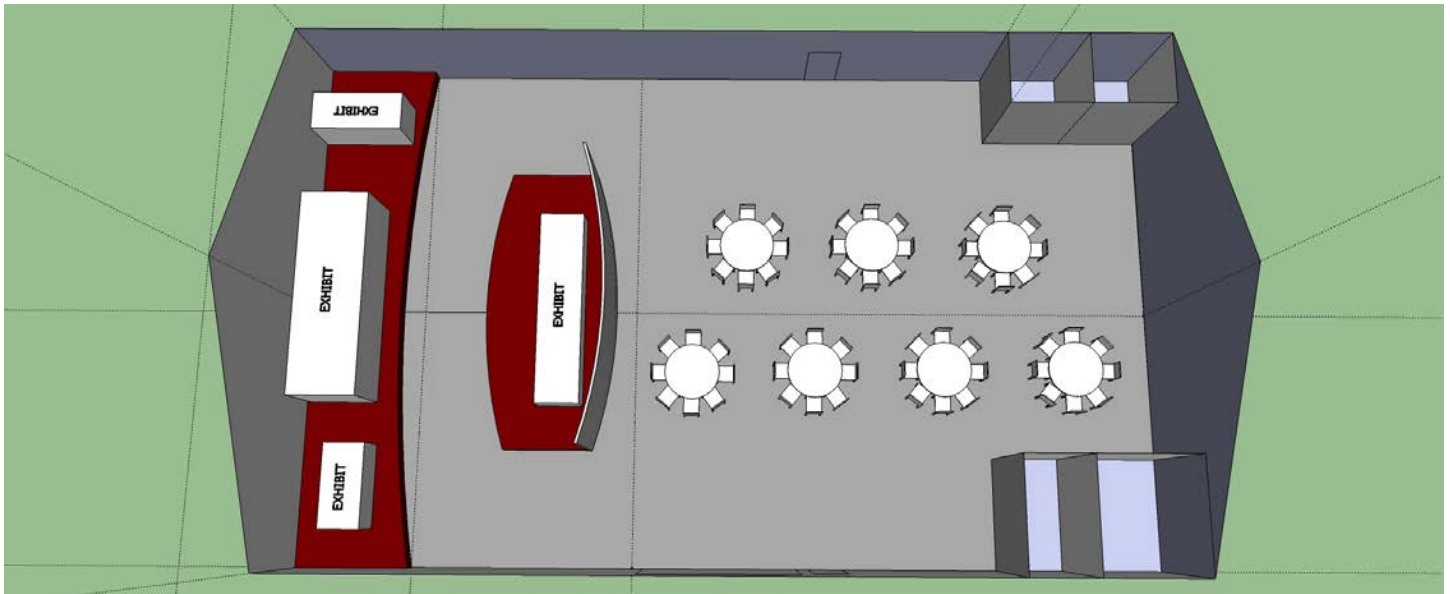
The new facility will provide the perfect venue for events and rentals, creating a community gathering place for a variety of public and private functions. The space will appeal to regional agricultural affinity groups for meetings and will better accommodate large events. Renters and guests will be able to take advantage of the ample parking at Centennial Village Museum, a coveted distinction from other venues in town. In the adjacent demonstration field, an adopt-a-bed program incorporating wheelchair-accessible planters will be instituted, providing space for community members to raise crops of their own.



Agricultural Heritage Center: The Details

To tell the story of our agricultural heritage on a scale that matches its significance, City of Greeley Museums will build a new facility located on the southeast end of the Centennial Village Museum site. The construction will include:

- Post-frame building roughly 47'W x 11'4"H x 78'L
- Steel siding and roof
- Fiberglass insulation
- Overhangs, porches, gutters and downspouts
- (2) walk doors and (3) overhead door openings
- Concrete foundation for building and porches
- Concrete connections to existing sidewalks
- LED lighting
- HVAC system
- ADA compliant and family bathrooms



This Agricultural Heritage Building will be energy efficient and incorporate museum-standard environmental controls allowing for proper artifact preservation. The interior space will utilize an open floor plan, providing ample and customizable room for artifact display and interpretation. The facility will support LED lighting and virtual exhibit components such as video and touch screen interactives. Large garage doors and covered porches will create outdoor education and demonstration spaces, providing protection from the elements while ensuring safe learning environments in the wake of the pandemic. The building will also be equipped with ADA accessible bathrooms (much needed in this area of the museum site). All of these factors make it ideal for large events and rentals such as weddings and corporate gatherings.

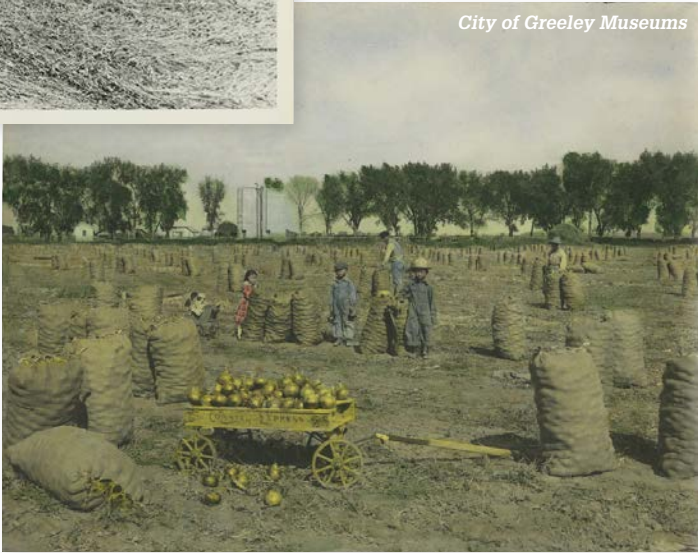
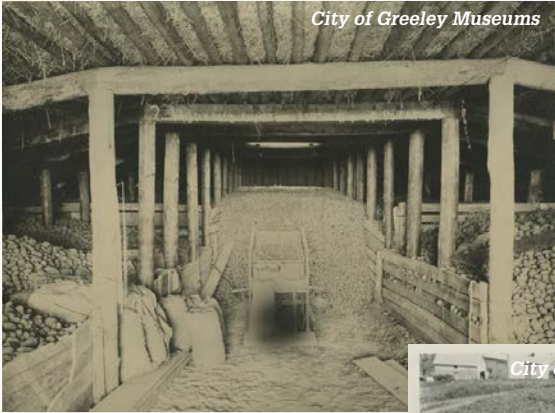
The Agricultural Heritage Building will be situated on newly graded terrain that improves the problematic drainage issues in the area. The grounds will incorporate native grasses and plants to decrease water usage while increasing curb appeal to this highly visible section of Centennial Village Museum. The adjacent demonstration and adopt-a-bed fields will complete the area's landscaping, providing an enticing and educational application to what is currently an underutilized zone.

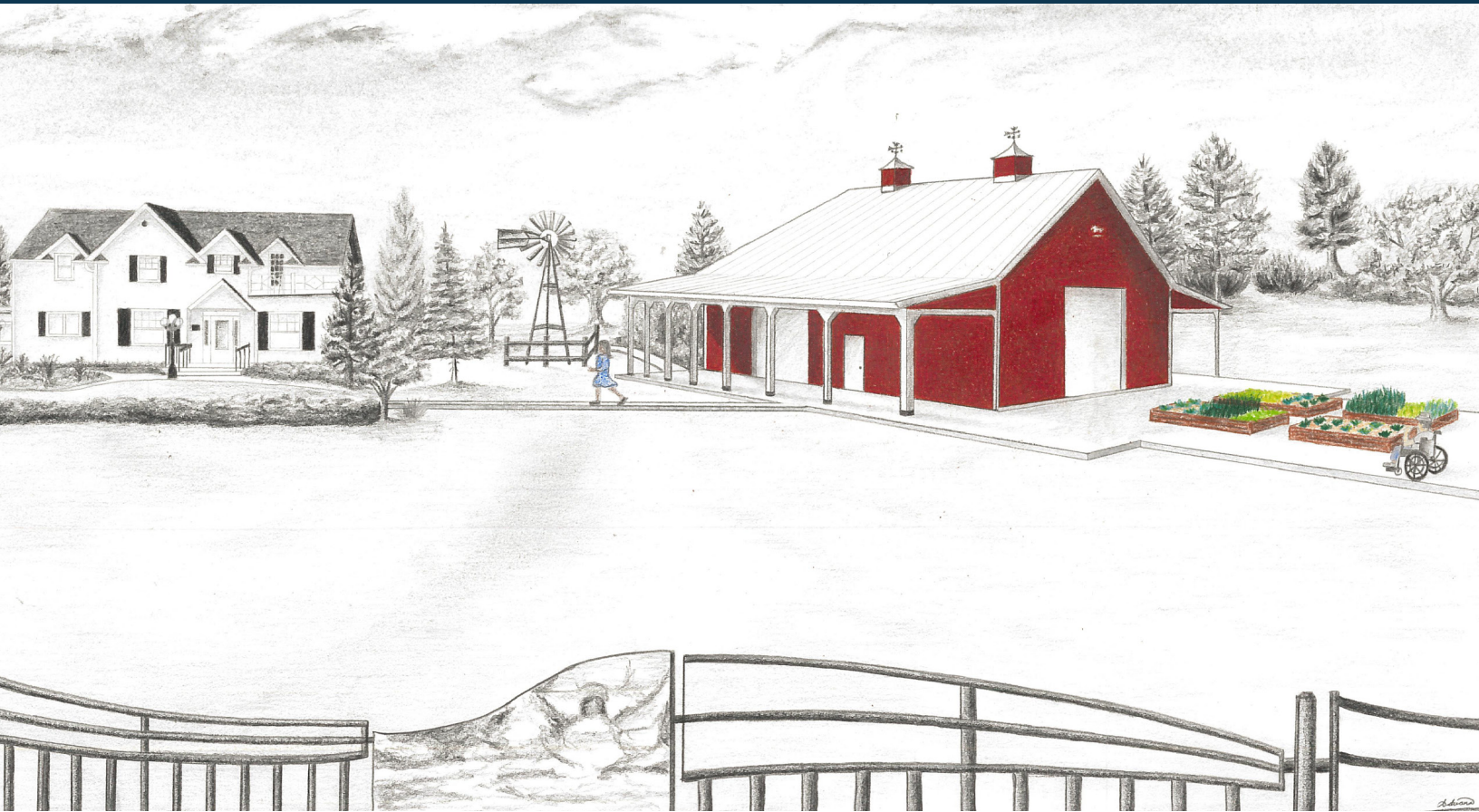
Committed to Accountability

The construction of a multi-purpose building located at Centennial Village Museum fits perfectly with the organization’s existing long-range planning. City of Greeley Museums’ expert staff of educators, curators, and preservation specialists created interpretive, landscape, and structural maintenance plans, vetted by the City, that call for the development of the east side of Centennial Village Museum. The creation of a new, agriculture-focused building will enhance Centennial Village Museums’ exhibits, artifact storage, programming, and site infrastructure, as well as better facilitate the hosting of revenue-generating events and rentals.

Throughout the planning and implementation process, Greeley Museums will solicit ideas and feedback from community focus groups to ensure our objectives appropriately serve our constituents. We are committed to creating space for underrepresented stories that connect with our entire community.

The project has already gained attention from excited community partners, private donors, and corporate sponsors, as well as the Friends of the Greeley Museums, a 501c3 organization who have generously pledged matching funds up to \$40,000.





Artwork created by Adriana Trujillo

We Need Your Support

Help us preserve and share Weld County's agricultural heritage with our community. We need your support to convey the past and present importance of agricultural practices, and ensure these lessons are shared into the future!

Sponsorship Levels

- \$250,000+: Naming rights to highly visible, newly constructed building (plus all below)
- \$150,000+: Name on sponsorship acknowledgment panel inside exhibit (plus all below)
- \$100,000+: Logo and link to sponsor website on virtual exhibit (plus below)
- \$50,000+: Announcement of sponsorship in e-newsletter & social media; Invitations to exclusive museum events including ribbon cutting event

Sponsorship Recognition

- Sponsor name on building, honor wall, or exhibit/program materials
- Reach an audience of 20,000 visitors attending Centennial Village Museum annually, plus pass-by audience attending Island Grove Regional Park
- Increase brand/sponsor exposure when building is used for private events
- Link to sponsor website on virtual tour will broaden audience reach greatly

The above sponsorship levels and recognition details are negotiable. We are happy to discuss additional ideas to meet your organization's needs.

Our Vision

To **share the rich agricultural history of Weld County with a wider, more inclusive audience** through the construction of an interpretive area with the ability to **properly house significant artifacts, facilitate innovative programming, and host upscale rentals**, thus effectively transforming an underutilized area at Centennial Village Museum into a **dynamic space to better serve our community**.

With your support we can work together to meet our goals, celebrate our agricultural roots, and instill deeper respect for the importance of farming and ranching in our world today.

ⁱ 2020 Annual Growth & Development Projections Report, City of Greeley, Colorado.

ⁱⁱ 2017 Census of Agriculture, USDA

ⁱⁱⁱ Greeley-Evans Weld County School District 6 Informational Publication, 2017

^{iv} Both from U.S. Census Bureau (2019). American Community Survey

^v Disability and Health U.S. State Profile Data, Centers for Disease Control and Prevention



Gift Range Chart for \$750,000 Project

Gift amount	# of gifts	# of prospects	Row Total	Cumulative Total	Cumulative %
\$187,500.00	1	5	\$187,500.00	\$187,500.00	25
\$90,000.00	1	5	\$90,000.00	\$277,500.00	37
\$75,000.00	2	10	\$150,000.00	\$427,500.00	57
\$45,000.00	2	10	\$90,000.00	\$517,500.00	69
\$30,000.00	3	15	\$90,000.00	\$607,500.00	81
\$15,000.00	4	20	\$60,000.00	\$667,500.00	89
\$7,500.00	4	20	\$30,000.00	\$697,500.00	93
\$6,000.00	5	25	\$30,000.00	\$727,500.00	97
\$3,000.00	5	25	\$15,000.00	\$742,500.00	99
\$750.00	10	50	\$7,500.00	\$750,000.00	100

Gift Range Chart for \$250,000 Project

Gift amount	# of gifts	# of prospects	Row Total	Cumulative Total	Cumulative %
\$62,500.00	1	5	\$62,500.00	\$62,500.00	25
\$30,000.00	1	5	\$30,000.00	\$92,500.00	37
\$25,000.00	2	10	\$50,000.00	\$142,500.00	57
\$15,000.00	2	10	\$30,000.00	\$172,500.00	69
\$10,000.00	3	15	\$30,000.00	\$202,500.00	81
\$5,000.00	4	20	\$20,000.00	\$222,500.00	89
\$2,500.00	4	20	\$10,000.00	\$232,500.00	93
\$2,000.00	5	25	\$10,000.00	\$242,500.00	97
\$1,000.00	5	25	\$5,000.00	\$247,500.00	99
\$250.00	10	50	\$2,500.00	\$250,000.00	100

Gift Range Chart for \$75,000 Project

Gift amount	# of gifts	# of prospects	Row Total	Cumulative Total	Cumulative %
\$18,750.00	1	5	\$18,750.00	\$18,750.00	25
\$9,000.00	1	5	\$9,000.00	\$27,750.00	37
\$7,500.00	2	10	\$15,000.00	\$42,750.00	57
\$4,500.00	2	10	\$9,000.00	\$51,750.00	69
\$3,000.00	3	15	\$9,000.00	\$60,750.00	81
\$1,500.00	4	20	\$6,000.00	\$66,750.00	89
\$750.00	4	20	\$3,000.00	\$69,750.00	93
\$600.00	5	25	\$3,000.00	\$72,750.00	97
\$300.00	5	25	\$1,500.00	\$74,250.00	99
\$75.00	10	50	\$750.00	\$75,000.00	100

Capital Campaign Planning

Tasks	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22
Prepare and monitor calendar	x	x	x	x	x	x	x	x
Assign responsibilities to fundraising team	x							
Prepare case for support and letters	x	x	x					
Major gifts campaign	x	x	x	x	x	x	x	x
Thank you letters				x	x	x	x	x
Friends renewal mailing	x					x		
Thank you letters		x	x	x			x	x
Board campaign								
Newsletter and soft ask								
Social Media campaign								
Thank yous								
Crowdsourcing								
Thank yous								
Implementation								
Donor stewardship - in person								
Donor recognition/event								

Administrative	Sarah					
Research and Campaign Design	Flo	Mike	Katie	Holly	George	Sarah
Donor stewardship	Emma	Daina	Sarah			
Donor cultivation - in person	Daina	Katie (help)	Holly (help)	Sarah		

Months

[illegible]

Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
X	X	X	X	X	X	X	X	X	X
			X					X	
				X	X	X			X
X	X	X							
X	X	X							
		X	X						