

Fundraising and Community Involvement Minutes
June 22, 2021, 10:00 a.m.

Meeting Link: <https://zoom.us/j/95643449716>
Email Sarah.Saxe@GreeleyGov.com for password

Call to Order: 10:02 am

Roll Call: Mike Weiland, Flo Mikkelson, Daina Bustillos, Katie Ross, Holly Berg, Jessi Howell, Sarah Saxe

Review of Case Statement example materials in committee agenda packet

Case for Support development

- Group discussed the capital campaign to raise funds for a new Agricultural Heritage Building at Centennial Village and how to best craft a case statement for support of the project.
- The case statement will lead with WHY we want to build the building (the community need we will be addressing – to preserve and share our agricultural history); next we'll discuss HOW we will address this community need (through programming, exhibits, event space), and conclude with WHAT we are asking of the donor (funds or in-kind donations to build the building)
- Group discussed the below storytelling aspects to include:
 - Problem we are addressing: agricultural roots of our community are being lost/not being conveyed.
 - Trends affecting the problem: development of Greeley means less farms; growth of population/newcomers don't know agricultural roots of area; no one else in community is telling this story/schools don't have on-site learning opportunities on this subject.
 - Our response to problem: We can offer a centralized space to preserve artifacts, create state of the art exhibits, and develop innovative programming to tell this story.
 - Our mission: this project is mission-centric. Our mission to preserve and interpret this history makes Greeley Museums uniquely situated to carry out project and meet community's needs.
 - Track record: History Fest events are good examples of our proven track record. Include how many people served and demographics reached. Pets & Popsicles and Baby Animal Days are other unique events that support this goal. Centennial Village has established exhibits and infrastructure that help tell the story (windmill, head gate, Monfort exhibit).
 - Goals and strategies: Programming and education will allow us to teach food ways, discuss various communities' historical approaches to agriculture, and compare past practices with new restorative methods. We can have a small demonstration field for hands-on learning and adopt-a-bed program. New exhibits will tie in videos of demonstrations and have other virtual components, and will provide for increased accessibility (for low vision, English as a Second Language, etc.). Space will appeal to community and affinity groups like local tractor clubs. New building will allow for increased accessibility with new sidewalks, ADA compliant facilities, provide needed Family bathrooms, and coordinate with ample parking at Centennial Village (compared to Plumb Farm). Facilities will provide a new/needed gathering space for events and rentals. Facilities will provide climate controlled space for artifact preservation.
 - Resources: Project fits into long-range interpretive, landscape, and structural maintenance plans for site, backed by City of Greeley. Museums has expert staff of educator, curators, and maintenance staff. We have a long tradition of attracting and retaining volunteers and community partners. Have commitment from Friends of Greeley Museums for matching funds up to \$40,000, plus commitments from private donors who have supported Greeley Museums over the years.
 - Accountability and evaluation: We will have community focus groups involved in planning and

developing throughout the entire process. Once programs are developed/implemented, we'll have teacher/student satisfaction surveys.

- Future organizational plans: We are committed to creating space for underrepresented stories and better connecting with our entire community, and this project directly serves these goals.
- Role and recognition for the donor: Donor will directly help to preserve and share agricultural history of Weld. Signage recognition, naming rights, and special donor perks to be developed.
- Whom should we involve/ whose testimonial should we use for support?
 - Group decided we should ask Centennial Farm owners for their stories/testimonial.
 - Ask interpretive staff at Centennial Village for stories that show how tours and demonstrations have left an impact on visitors.
 - Ask teachers and students from previous History Fests for their testimonials.

Communication strategy

- Approaches to delivering our case statement
 - Use established style guide for graphic design.
 - Create a long and a short version – short version to be handed out on site, at events, through the friends, direct mailer. Long version to be given to serious donors and available on website.
- Marketing collateral needed
 - Long version, multiple page booklet with narrative, infographics, images.
 - Short version, half page or full page with bullet points and/or infographics, QR code directing people to booklet on website/FOGM to donate money.

Next steps

- Sarah will work on a basic layout and draft text of the two case statement versions.
- Katie will review images (historical and institutional) and possibly stage new images highlighting agricultural history and importance.
- Remainder of group will research donor recognition strategies and produce draft recognition structure for project.

Next Meeting: Tuesday July 27th, 10am, Zoom

Adjourn: 11:02 AM

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Mike Weiland

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Mike Weiland, Chair

DocuSigned by:

Sarah Saxe

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Sarah Saxe, Museums Manager