



DEEPENING A MUSEUM'S RELATIONSHIP WITH ITS DONORS

OPPORTUNITY

Less than a decade after the Smithsonian National Museum of African American History and Culture opened its doors, its leaders were witnessing record-breaking attendance and engagement from millions. This accelerating demand from audiences compelled leaders to embark on a campaign to increase the museum's operating endowment and other support for programs, exhibitions, scholarly work, and digital access.

INSIGHT

Philanthropic support for the museum was strong—remarkably so, for such a new institution. Supporters praised the caliber of museum programs and the vital importance to all Americans of the stories being shared. Our research revealed that this museum had become the go-to resource for those seeking understanding and connection as history unfolded in real time. And with donor support coming alongside public funding, donors have been able to see their investments translate immediately to new learning and insights for families, school groups, educators, and visitors by the millions.

SOLUTION

We built the fundraising campaign on the theme Living History. This theme and its accompanying messages reminded supporters of the ever-present mandate to collect, understand, and share vital American stories. Yes& Lipman Hearne's core nonprofit sector consulting and strategy team partnered with the agency's deep bench of creative and

marketing experts to craft deliverables that each campaign moment called for over the course of our four-year engagement.

At the core of all this work was Yes& Lipman Hearne's deep knowledge of the philanthropic landscape and ability to partner closely with the museum. The spectrum of materials Yes& Lipman Hearne consulted on and delivered all served the purpose of bringing to life for donors NMAAHC's distinct mission and vision.

THE '&'

We adapted and repurposed vehicles we'd created for the campaign to bring additional post-campaign opportunities to specific subsets of the museum's growing base of donors. Fundraising leaders were equipped with digital engagement tools that were set up to be tailored and customized.

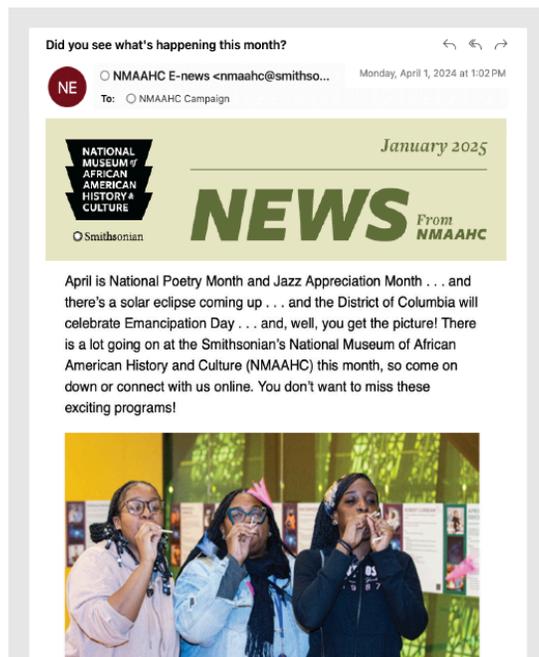
RESULTS

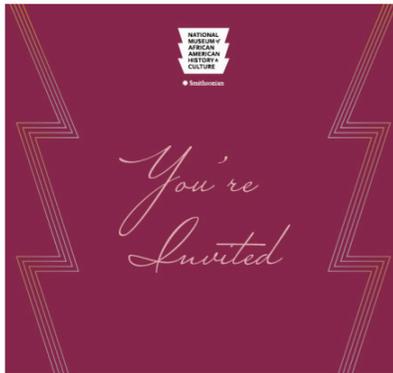
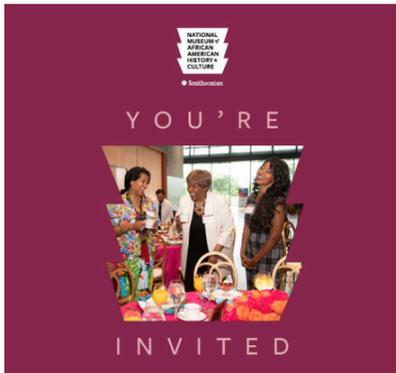
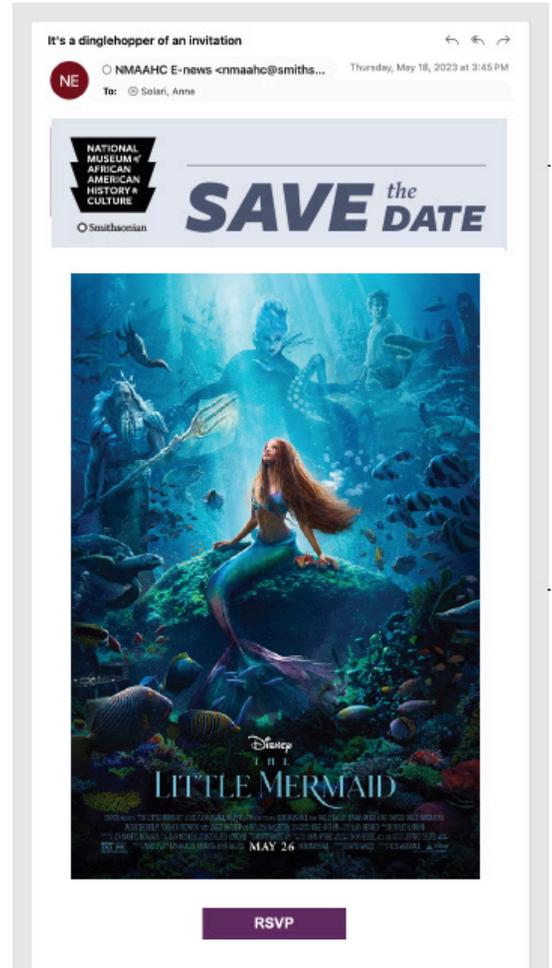
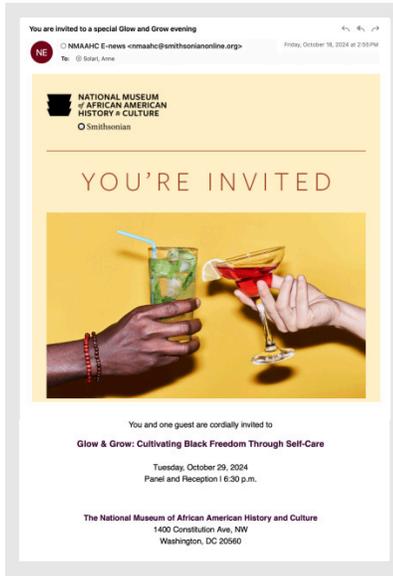
The initial objective of our work together was to help the museum raise \$350,000,000 to support exhibitions, programming, and the museum's endowment. As the museum neared its campaign goal, our work together transitioned from making the case for philanthropic investment and partnership, to celebrating the impact donors were bringing about—and laying the groundwork for future giving to the museum.

At the end of our engagement, the museum was nearing its fundraising goal and advancing a variety of post-campaign fundraising initiatives.

PROJECT COMPONENTS

- Campaign Name
- Campaign Logo and Visual Identity
- Campaign Style Guide
- Message Platform
- Case Brochure (print)
- Campaign Website
- Campaign Donor Gifts
- Fundraising Landing Pages
- Event Landing Pages
- Event Collateral
- Email Headers
- New York Times print ads





When and Where

THURSDAY, JUNE 13, 2024
Doors open at 6:30 p.m.

National Museum of African American History and Culture
1400 Constitution Ave. NW
Washington, DC 20560

Cocktail attire. Valet parking.

THE LIVING HISTORY CAMPAIGN

An essential American story is entrusted to us — and you. Together we have an opportunity to create and experience a new era of access and understanding. We are proud to celebrate the Living History Campaign for the Smithsonian's National Museum of African American History and Culture.

THE LIVING HISTORY CAMPAIGN CELEBRATION
6/13/24

CAMPAIGN HONORARY CHAIRS

President and Mrs. George W. Bush
49th President and First Lady of the United States

Kenneth Griffin Chenault
Chairman and Managing Director, General Catalyst

President and Mrs. Barack Obama
41st President and First Lady of the United States

CAMPAIGN CO-CHAIRS

H. Anthony Cole
Board Chair, Carwell Therapeutics

Brian T. Mayhew
Chair and CEO, Bank of America

LaTanya R. Jackson
Actress, director, and producer

General Colin Powell
(In memoriam)
Former Secretary of State

Shonda Rhimes
Founder and Chief Storyteller, Shondaland

Oprah Winfrey
CEO, Harpo Inc.

ENSURING OUR FUTURE

We are in the final phase of the Smithsonian National Museum of African American History and Culture's Living History Campaign, a \$300 million campaign to expand and sustain the Museum's powerful collections, support our vital research, and ensure that we remain a trusted resource that provides everyone access to the full story of our shared history. The time is now — please join us.

"One of the reasons I love this Museum so much is because you must know from whence you come ... I think about all those who came before me and didn't have the opportunities or choices my generation was given. I think I owe them a resurrection. I feel that my life brings redemption to the lives they struggled to create and build for me."

— Oprah Winfrey, Honorary Campaign Chair



Photo credit: Alan Karchner/NMAAHC

Celebration Sponsors

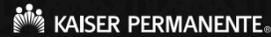
The Living History Celebration is generously sponsored by:

Presenting Sponsor



BANK OF AMERICA

Event Sponsor



Secretary's Message

Nearly 20 years ago, I became the founding director of the Smithsonian's National Museum of African American History and Culture (NMAAHC), embarking on the adventure of a lifetime. With the support of a dedicated team and enthusiastic Members and donors across the country, we began to realize the century-old dream of an African American museum on the National Mall. And today the Museum stands as a model for what a 21st-century museum can be.

Now, as Secretary of the Smithsonian, I am constantly asked to imagine the Smithsonian not simply as it is, but as it could be. It is simultaneously the most challenging and rewarding part of my job — but envisioning our shared future is not something I can do alone. The power of this institution lies in its rich diversity of pursuits and the people who chart them.

I see a Smithsonian that strives to bring Americans together, in contrast to everything that divides them. And I see our work across science, art, history, and culture helping Americans celebrate the past while contributing to a better shared future.

Thank you for all you do to help us serve the American people and inspire optimism across the globe.

"THE POWER OF THIS
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Lonnie G. Bunch III
14th Secretary of the Smithsonian,
Founding Director of the National
Museum of African American
History and Culture

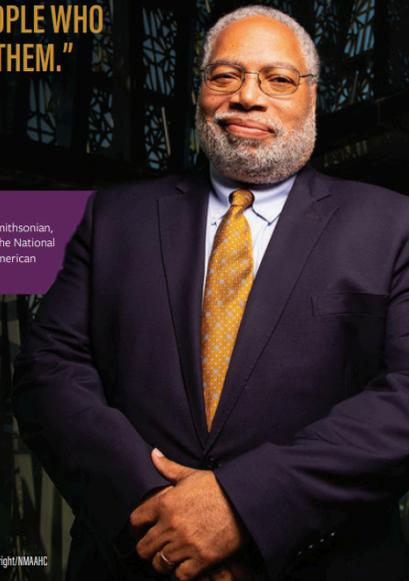


Photo credit: Anthony Wright/NMAAHC