

Museum on Main Street

OVERVIEW Fund Raising

State Humanities Council Fund Raising

While project fund raising is fully optional, “Bringing the Smithsonian to your state” has proved to be a fruitful pitch for state councils that participate with MOMS. Because the Smithsonian is such an immediately understood “brand name,” council fund raising for your in-state tour may be a high priority. And because the Smithsonian exhibition is an easily identifiable product (unlike many of our less tangible humanities programs), fund raising is made easier. In-state corporations, foundations and individuals that have a targeted interest in rural issues, and/or rural community development should be high on the prospect list.

Fund raising resources provided for *Produce for Victory*:

- Fifty copies of the Museum on Main Street full-color promotional brochure;
- Exhibition facts and background information;
- Foundation proposal template (available here);
- Opportunity to provide underwriting credit on the exhibition’s title panel;
- As required, letters of support from SITES, exhibition curator(s), Federation of State Humanities Councils;
- Educational tabloid/brochures Home Front Herald (500 available for state council use);
- Sample press clippings and testimonials from previous participating state humanities councils;
- One copy of Design for Victory: World War II Posters on the American Home Front by the exhibition curators, William L. Bird, Jr. and Harry R. Rubenstein (additional copies may be purchased from the National Museum of American History or Princeton Architectural Press).

Fund raising resources provided for *Barn Again!*:

- Fifty copies of the Museum on Main Street full-color promotional brochure;
- Exhibition facts and background information;
- Foundation proposal template (available electronically as well);
- Opportunity to provide underwriting credit on the exhibition's title;
- As required, letters of support from SITES, exhibition curator(s), Federation of State Humanities Councils;
- Educational brochures (500 available for state council use);
- Sample press clippings and testimonials from previous participating state humanities councils.

Fund raising resources provided for *Yesterday's Tomorrows*:

- Fifty copies of the Museum on Main Street full-color promotional brochure;
- Exhibition facts and background information;
- Foundation proposal template (available here);
- Opportunity to provide underwriting credit on the exhibition's title panel;
- As required, letters of support from SITES, exhibition curator(s), Federation of State Humanities Councils;
- *Yesterday's Tomorrows* bookmarks that direct participants to the national YT website (500 available for state council use);
- Opportunity to credit funder at state itinerary on the national website, www.yesterdaystomorrows.org;
- Sample press clippings and testimonials from previous participating state humanities councils;
- One copy of *Yesterday's Tomorrows* by exhibition curators Joseph Corn and Brian Horrigan (additional copies may be purchased from John Hopkins Press).

Fund raising resources provided for *Key Ingredients*:

- Fifty copies of the Museum on Main Street full-color promotional brochure;
- Exhibition facts and background information;
- Foundation proposal template (available here);
- Opportunity to provide underwriting credit on the exhibition's title panel;
- As required, letters of support from SITES, exhibition curator(s), Federation of State Humanities Councils;
- Sample press clippings and testimonials from previous MOMS participating state humanities councils;
- Educational brochures (50 available for state council use.)