

Engaging America: Let the Campaign Begin

Soon after Lawrence M. Small became the Smithsonian Institution's eleventh secretary in January 2000, he identified the National Museum of American History as the essential connecting point between the Smithsonian and the American public. This is the only national museum that relates the story of America—a story of opportunity, innovation, achievement, and vitality. Our challenge is to tell that story powerfully and effectively, and to engage millions of people in their story.

Report of the
Office of Capital
Campaign,
External Relations,
and Board Liaison

A healthy combination of financial support from the private and public sectors is essential to meeting this challenge. During 2000, the Smithsonian and the National Museum of American History shattered all records in a number of critical measures.

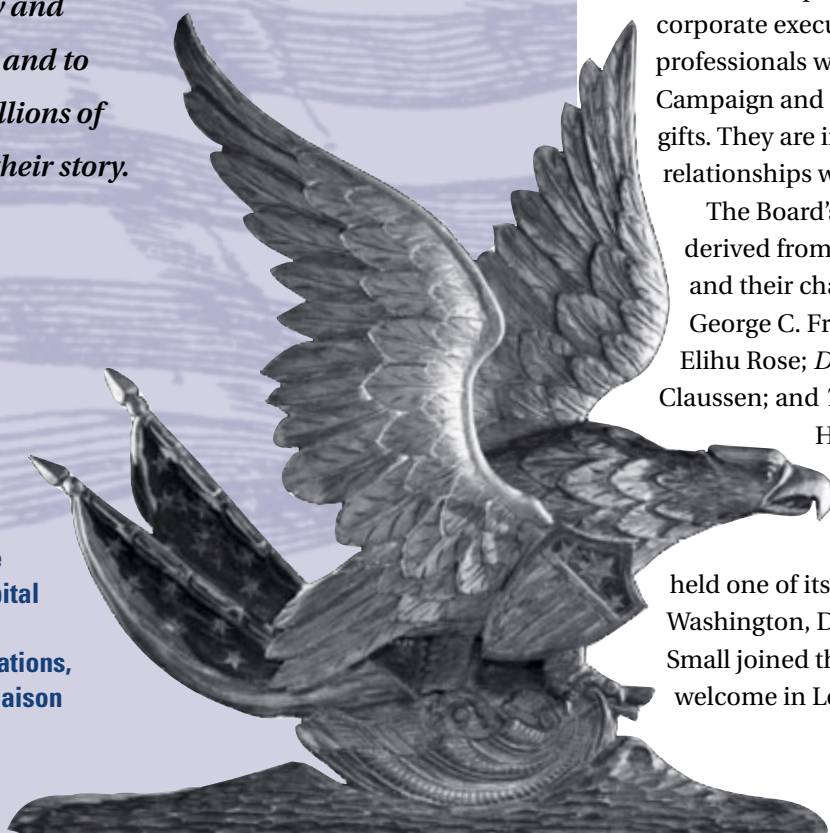
The Museum's Capital Campaign gained impressive momentum with the excitement surrounding *The American Presidency: A Glorious Burden* and the high point of our successful year—Kenneth E. Behring's \$80 million gift to the Museum. Our relationships with individuals, corporate sponsors, and media partners thrived and expanded, particularly in response to the potential of *The American Presidency*. We prepared to launch the Museum's first membership program, **Friends of American History**, which will broaden and diversify our base of support. And we continued to benefit from the generosity of hundreds of individuals who made the Museum a focus of their philanthropy.

Board Leadership

The National Museum of American History Board, chaired by Dr. Ivan Selin, is dedicated to the vitality of the Museum and its transforming vision. Its twenty-four board members are leaders from the public and private sectors, corporate executives, historians, and other professionals who have guided the Capital Campaign and made significant leadership gifts. They are invaluable in building relationships with donors and sponsors.

The Board's strength and leadership is derived from its working committees and their chairs including: *Nominating*, George C. Freeman, Jr.; *Program*, Dr. Elihu Rose; *Development*, H.P. "Pete" Claussen; and *Technology*, Robert F. Hemphill, Jr.

The Board meets three times annually, and this year—for the first time—it held one of its meetings outside of Washington, D.C. In February, Secretary Small joined the Museum for a warm welcome in Los Angeles with a luncheon





hosted by the *Los Angeles Times*, and for receptions and meetings at the Japanese American National Museum, the Getty Center, and the Museum of Tolerance. In Orange County, a Nobel Laureate presentation and a concert by the Smithsonian Jazz Masterworks Orchestra at the Beckman Center was also extremely well received.

The Board plans to hold future meetings in other locations to further demonstrate the Museum's national engagement.

Capital Campaign

The Campaign, entitled *Who Is Responsible for America?*, is the first organized, nationwide campaign by the National Museum of

American History to seek private funding from individuals, corporations, and foundations for critical and strategic capital improvements. Gifts and pledges reached \$120 million, providing tremendous momentum and confidence that we will achieve our \$200 million goal. More gratifying still is the acknowledgement that the Museum's plan for transformation is of personal interest to—and worthy of commitment from—those who care about American history.

This critical initiative has also benefited by extraordinary volunteer leadership including Senator Nancy Kassebaum Baker, *Honorary Campaign Chair*; Alcoa Chairman Paul H. O'Neill, *Campaign Chairman*; Board Chairman, Dr. Ivan Selin; and Board Member H. P. "Pete" Claussen, *Chairman of Transportation Advisory Committee*. The effort has also received the highest priority attention from Secretary Lawrence Small and Under Secretary Sheila Burke, who have given the Museum a full measure of the Smithsonian's leadership.

Kenneth E. Behring's Gift

Kenneth E. Behring's contribution of \$80 million to the Museum, the largest single gift to the Smithsonian Institution in its 154-year history, was announced in September 2000.

**Paul H. O'Neill,
Campaign Chairman**

As the Museum strives to deliver to its donors and sponsors timely execution of projects with exceptional public impact, it will extend America's heritage to future generations as well.

The Museum's plan for its transformation is extraordinary, and it will allow us to fulfill our mission to serve as the gateway to America's cultural heritage.

—Elizabeth A. C. Perry,
Associate Director,
Capital Campaign, External
Relations and Board Liaison



**Deputy Director Martha
Morris, Spencer Crew,
Senator Nancy Kassebaum
Baker, and Ivan Selin**

Top: Board members and Museum staff at the Getty Center

Bottom: (Left to right, front row) Smithsonian Secretary Lawrence Small, Board Member Irene Hirano, and Senator Daniel Inouye meet with volunteer leaders of the Japanese American National Museum

The American Presidency exhibition is the first specific project to benefit from Mr. Behring's gift, and the Museum will now be able to undertake its full architectural masterplan all at once. Mr. Behring's exemplary gift has made our plans for the future a reality and, in recognition of his beneficence, the Museum building on the National Mall will be permanently named the Behring Center.

Productive Partnerships

This year, both *The American Presidency* and the Star-Spangled Banner Preservation Project offered first-rate opportunities for creative partnerships.

As the Museum's media partner, The History Channel produced more than a dozen videos to

be shown continuously throughout *The American Presidency* and developed a teacher's manual for grades four through twelve that is available on the exhibition's Web site. Visitors entering the Museum from the National Mall will encounter a spectacular video shown in the Flag Hall, also produced by The History Channel. This presentation serves as an introductory guide to the Museum, linking *The American Presidency* to other parts of the collections and drawing visitors into other exhibitions.

American Heritage magazine, another corporate partner, devoted its November 2000 issue to the making of *The American Presidency*. A special advertising section in the November issue, made possible by The History Channel, features an exclusive interview with Spencer Crew on *The American Presidency*.

In partnership with the Museum, publisher Harry N. Abrams, Inc., released *The Star-Spangled Banner: The Flag that Inspired the National Anthem*. In the book, Museum historian Lonn Taylor relates the story of the flag, from the bombardment of Fort McHenry in 1814 until its arrival at the Smithsonian in 1907. This fall Abrams published *This Land Is Your Land: The Geographic Evolution of the United States*, by Museum Board Member Dr. Seymour I. Schwartz. Dr. Schwartz will contribute the proceeds from sales of this illustrated history to the Museum.

The National Association of Realtors and Discover Card are the sponsors of *Within These Walls . . .*, a reinstatement and major exhibition featuring a more than 200-year-old, 2.5-story, timber-frame home in the center of the Museum. The exhibition will tell the story of American history through the lives of the occupants of this house from Ipswich, Massachusetts. The exhibition will open May 16, 2001.

A Clear Vision

As the fiscal year ended, the Museum enjoyed unprecedented public visibility with the announcement of Kenneth E. Behring's gift and the imminent opening of *The American Presidency*. This highly successful year, marked





by dramatic strides toward strengthening private support for the Museum's renewal and transformation, marked a chapter in an unfolding story that began last year with the Star-Spangled Banner Preservation Project and the launch of the Capital Campaign. The Star-Spangled Banner Preservation Project is made possible by major support from Polo Ralph Lauren, with additional generous support provided by The Pew Charitable Trusts, the United States Congress, and The John S. and James L. Knight Foundation. The Museum also extends its special thanks to former First Lady Hillary Rodham Clinton and the White House Millennium Council, and to Save America's Treasures at the National Trust for Historic Preservation, for their leadership.

We are gratified by the enthusiastic response of our donors, partners, and sponsors. The Museum will pursue its plan for the future and continue to engage an increasing number of Americans in the stewardship and ownership of the nation's history and identity.

The Museum's strategic transformation plan will deliver to the American public a national resource that is compelling, personally meaningful, educational, and enjoyable. The National Museum of American History will become a "must-see experience" that remains free and available to anyone who wants to explore the essence of our national cultural identity.

To accomplish our goal, we will look increasingly to the private sector. The financial support of individuals, corporations, and foundations will help us achieve our goals

within the first few years of the 21st century. At this writing, we have received \$120 million toward a goal of \$200 million.

The campaign balance of \$80 million represents an investment in America's ability to tell its extraordinary story powerfully and effectively. We can think of no greater bargain—no more important opportunity.


Kenneth E. Behring

Friends of American History

The continuing transformation of the Museum requires consistent, broad-based support from the American public. To this end, the Museum established *Friends of American History*, an annual support program dedicated to the belief that learning about history is a crucial responsibility of citizenship. For donors and members from across the nation, *Friends of American History* is a rewarding way to invest in the Museum's future. An array of special benefits are available to members at levels ranging from \$1,000 to \$10,000 or more, with special "Charter Member" benefits for those who join in 2001.

Those who contribute \$1,000 or more, for example, will have their names inscribed on a prominent Museum Tribute Wall for American History Patrons. Charter Members may join at levels of \$10,000 (The Cabinet), \$5,000 (The Ambassador's Club), \$1,000 (The President's Circle).

For more information or to become a Member, call us at 202-357-2186 or visit our Web site at *americanhistory.si.edu*.



It's fitting to thank our land of opportunity by helping the National Museum of American History showcase the ideas, the technologies, and the people who make the United States the greatest country in the world.

—Kenneth E. Behring