



MUSEUM LAUNCHES THE “FINAL FIFTY” CAMPAIGN TO REACH EXPANSION FUNDRAISING GOAL EARLY

The new Perot Museum of Nature & Science in Victory Park is projected to open in early 2013. Thanks to many generous donors, the Expansion Campaign is ahead of schedule, with nearly \$135 million raised to date toward the \$185-million goal. Funds raised are for site acquisition, exhibition planning and design, construction of the new building, education programs and an endowment.

In recognition of the Museum’s fundraising success to date, the Campaign Committee has created a specific campaign strategy called the “Final Fifty.” Campaign chair Forrest Hogle has challenged the fundraising team to raise the final \$50 million to reach the \$185-million goal on an accelerated schedule, to be accomplished before the new museum opens.

The campaign strategy includes receptions and other events held at the Construction Center to introduce the project to new audiences; a public relations plan designed to keep the progress on the campaign, building and general project top of mind; hard hat tours of the construction site, and many gift requests presented to Dallas citizens who value the Museum of Nature & Science’s commitment to education and current service to more than 323,000 school children annually.

“This is an ambitious undertaking, but one that we are committed to achieving. Our goal is to not only have the building paid for in full, but to have a significant endowment in place as well,” said Hogle. “We are thrilled with all that has been accomplished so far, but there’s still a lot to do. We’re calling on the community to help out. Large or small, all gifts will make a difference in our future.”

Elisabeth Galley, vice president of development for the Museum, says there are many ways people can participate – as a donor to the Expansion Campaign, as a member, a volunteer or as a visitor of the Museum at Fair Park. For more information, go to natureandscience.org, call 972-201-0555 or send an email to expansion@natureandscience.org.