

A Philanthropist's Guide to Funding Opportunities at the Louisiana Art & Science Museum



VISION | We envision a community of **lifelong explorers** inspired by art and science.

MISSION | We seek to enhance the understanding and appreciation of art and science for general audiences and students by presenting unique, educational and entertaining experiences that encourage **discovery**, inspire **creativity**, and foster the pursuit of **knowledge**.

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Why Support the Louisiana Art & Science Museum?

Who We Are

An anchoring cultural institution in Baton Rouge, the Louisiana Art & Science Museum defines itself by the belief that the disciplines of art and science shape and inform one another, and that interdisciplinary experiences enhance the audience's ability to make connections and discover new ways of seeing and thinking.

Founded in 1960, the 75,000 square foot Art & Science Museum is located in a 1925 historic railway station on the banks of the Mississippi River. It is accredited by the American Alliance of Museums and has an annual attendance of **172,000**, over **98,000** of whom are school program participants from throughout Louisiana and the Gulf Region.

The Irene W. Pennington Planetarium is an integral part of the Museum. It is the largest and most advanced planetarium in the state of Louisiana and one of the largest in the southeastern United States. The 171-seat, immersive dome theater is equipped with the latest in digital planetarium technology that provides state-of-the-art, ultra-high contrast, laser light, 4K projection.

The Museum offers fine art exhibitions highlighting significant Louisiana artists and other artists of national and international acclaim. Four educational, engaging galleries provide art and science experiences for all. School programming includes 51 hands-on classes, planetarium shows, and programs for PreK-12 in a cross-curriculum learning format.

Who We Serve

The Louisiana Art & Science Museum is a popular cultural, educational, and entertainment resource for Baton Rouge, the surrounding parishes, and the entire state of Louisiana. It serves a diverse cross-section of the area's population that mirrors Baton Rouge's demographics and focuses its offerings around the multi-generational family audience. Care is taken to ensure that the Museum's programming is accessible to all visitors regardless of age, race, socioeconomic status, or physical ability. We offer free admission to the Museum on every first Sunday of the month. We also offer free admission year round to active duty military, first responders, and their families through the Blue Star Museums program.

A site for informal learning, the Art & Science Museum strives to create a warm, inclusive culture that welcomes all audiences. The Museum, through its varied and creative programming, is uniquely positioned to embrace underserved members of the community and engage them as an essential component of the Museum's family.

Benefits of Supporting LASM

- **Tax Deduction** – As a 501(c)(3) organization, all contributions are 100% tax-deductible as allowed by law (consult your tax professional). Our EIN is 72-0542138.
- **Galvanization of Name in Service to Community** – Your name and/or logo will be prominently featured on all promotional materials related to what you are supporting, including advertisements, publications, social media, flyers, and email blasts.
- **Naming Benefits** – In some cases, your gift may include naming benefits. Contact Executive Director Serena Pandos at spandos@lasm.org or 225.344.5272 x 116 to learn more.
- **Capacity Building** – Invest in LASM's service, effectiveness, and sustainability for the future.

The Louisiana Art & Science Museum Fast Facts

Established, Exceptional Local Resource - 50+ years:

- **Accredited** by the American Alliance of Museums, a standard of excellence achieved by only 6% of museums nationwide
- Louisiana Association of Museums **2012 Museum of the Year**
- Host of the **2012 International Planetarium Society Conference** with more than 800 delegates from 44 countries in 6 continents
- **2017 Museum of the Year** by 225 Magazine

Community Impact

- **9,646** area residents received free admission through the Museum's **Free First Sunday** program in 2018
- The **YouthALIVE!** Program is in its 26th year, enrolling 25 at-risk girls in Baton Rouge from middle school through high school graduation. Participants receive life skills training, develop cultural awareness, and provide service to their community.
- **Blue Star Museum Program** offers free admission to active duty military, local first responders, and their families year-round. In 2018, **1,710** families benefited from this service
- **128 community partnerships**, including: Big Buddy, LIGO, Southern University, LSU, Baton Rouge Community College, Girl Scouts and Boy Scouts, and the Baton Rouge STEM Learning Network

Invaluable Resource for Educators

- All of the Museum's school programs are aligned with **Louisiana Student Standards and Benchmarks** and contribute to student success in the classroom, on standardized tests, and in daily life
- **STEM and STEAM** - More than 50 different classes and programs are offered for Pre-K-12th grade school groups in a cross-curriculum learning format, providing layered experiences
- A resource for educators through workshops, in-services, conferences and professional relationships
- **Discovery Dome** (portable digital planetarium) and its 9 different shows reached **2,948** students in 2018, traveling to 7 different parishes and all of the libraries in East Baton Rouge Parish

Irene W. Pennington Planetarium

- Sixty-foot fulldome planetarium, featuring a state-of-the-art Sony 4K Digital Projection System
- Attendance since opening in May 2003: over **1,000,000** schoolchildren, families, adults, and tourists
- **Largest, most advanced planetarium in the state** of Louisiana and one of the largest in the southeastern United States

Museum Programs and Exhibitions

- **Fine art exhibitions** highlight artists who are from Louisiana or work in Louisiana, and artists of national or international recognition through the centuries
- **4 hands-on, interactive galleries** for children and families in art and science
- **Triceratops** skull, on loan from Raising Cane's & The Graves Family, and other pre-historic artifacts
- One-of-a-kind **Ancient Egypt Gallery with an authentic mummy** and artifacts housed in a rock cut shaft tomb
- **Live art and science interactive theater** for families and school audiences
- **Weekend workshops:** BASF Kids' Lab, Planetarium Family Hour & Stargazing, The Traveling Trunk Show, and Studio Saturdays

Sources of Revenue:

Earned:	\$644,600	26%
Contributed:	\$842,300	34%
Government:	\$842,000	34%
Endowment, LASM funds:	\$140,000	6%

KNOWLEDGE

Opportunities to fund the Museum's Educational Programming

Group Programming



New Educational Outreach Program - \$100,000

Currently, the Museum is unable to provide outreach to hospitals, underserved communities, senior citizens, and veterans because of limited resources. By funding this new outreach program, you enable trained Museum Educators to facilitate meaningful activities for these important groups.

YouthALIVE! - \$12,500

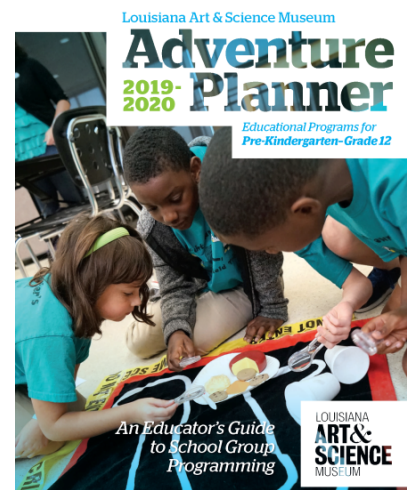
LASM's long-running YouthALIVE! program provides opportunities for underserved teenage girls to engage in STEAM-focused educational activities, explore STEAM-related careers, interact with positive role models, and provide service to their community. By funding YouthALIVE! you empower, educate, and motivate young women to become well-rounded lifelong explorers.

The Adventure Planner: Educator's Guide to School Group Programming - \$10,000

The Adventure Planner (AP) is an annual, 16-page educator's guide to school group programming at LASM. It is the Museum's primary marketing tool for school group programs. The AP is sent to hundreds of schools in Louisiana and the Gulf region, distributed at annual Louisiana teacher conferences and workshops, and is available online at www.lasm.org/ap.

New Projection System for Classrooms - \$10,000

Two key places for creative, hands-on learning at LASM are Classroom 1 and Classroom 2. By funding a new projection system for these classrooms, you ensure that the students taking classes at the Museum as part of our school group programming have the latest technology to help them learn.



Fund Group Admission Fees for Underserved Students - \$5,000

For \$5,000, you will enable 500 underserved students to experience the Louisiana Art & Science Museum. By funding group admission fees for students who may not otherwise have the opportunity to learn at LASM, you inspire the next generation of artists, scientists, community leaders, and informed citizens.

Whole Family Programming



Free First Sunday - \$96,000 per year or \$8,000 per month

Free First Sunday, offered the first Sunday of each month, provides free Museum admission and access to reduced-cost planetarium shows to over 9,000 visitors each year. By sponsoring Free First Sunday, you provide access to quality art and science education to families who could not afford it otherwise.

Museum Open Late Once a Week - \$26,000 per year or \$2,000 per month

Currently, the Museum closes at 3 PM on weekdays, 5 PM on Saturdays, and 4 PM on Sundays due to lack of resources to stay open later. By sponsoring opening our doors until 7 PM one day a week, you help us increase our accessibility to the public.

The Traveling Trunk Show - \$12,000 per year

The Traveling Trunk Show is a beloved Saturday morning interactive educational theater program held in the Adalié Brent Auditorium that introduces the Museum's youngest visitors to the art and science of the seasons through singing, dancing, and collaborative learning.

Planetarium Family Hour & Stargazing in the Planetarium - \$12,000 per year

Planetarium Family Hour & Stargazing in the planetarium is an educator-led program that takes family audiences on a journey through the local night-time sky on the dome of the Irene W. Pennington Planetarium.



Ebb & Flow Weekend - \$10,000

Ebb & Flow, organized by the Arts Council of Baton Rouge, is a weekend-long cultural festival in the spring that includes performances, hands-on activities, and other fun events throughout the downtown area. LASM has been a key venue for the festival in recent years. Your funding enables LASM to be open free to the public on both the Saturday and Sunday of the festival.

Studio Saturdays - \$6,000 per year or \$500 per month

Studio Saturdays are monthly, hands-on, artist-led workshops for young creators and their accompanying adults. The activities presented correspond with the art exhibition currently on view and include a guided tour of the exhibition.

**Engineering Day - \$5,000**

Engineering Day is an annual spring event that brings together around 30 hands-on engineering stations throughout the building for the general public to enjoy. Through partnerships with industry leaders such as BASF and ExxonMobil and academic institutions such as LSU and Southern University, Engineering Day inspires 800+ visitors each year. By sponsoring Engineering Day, you pave the way for future engineers to improve our world.

The Polar Express Screening - \$5,000 or \$1,000 per showing

LASM screens the beloved holiday movie *The Polar Express* several times during late November and December every year in the Irene W. Pennington Planetarium. Viewers are served hot chocolate and are provided a sleigh bell to keep!

Creation Station Activities in Discovery Depot - \$5,000 per year

Discovery Depot, a hands-on gallery that is aimed at visitors under 7, includes an activity area called “Creation Station” that is stocked with various supplies for art-making. By sponsoring the purchase of these supplies, you enable the Museum to make high quality art and science activities available to visitors.

Hands-On Activities in the Colonnade Gallery - \$5,000 per year

The Colonnade Gallery, located just outside of Discovery Depot and Science Station, includes hands-on activities related to the art on view. By sponsoring the purchase of these supplies, you enable the Museum to make high quality art and science activities available to visitors.

Dino Day - \$3,000

Dino Day, which celebrates the authentic *Triceratops* skull – on loan from Raising Cane’s & The Graves Family – on view in our Solar System Gallery, is one of the LASM’s most popular family programs, welcoming 1,000+ guests. Dino Day includes showings of dinosaur-related planetarium shows, a host of hands-on paleontology-related activities, and photo opportunities with a costumed T-Rex.

A Halloween Day at the Museum - \$3,000

A Halloween Day at the Museum is one of LASM’s most popular family programs, welcoming 500+ guests. The day includes showings of two of LASM’s original planetarium shows, *The Astronomical World of Harry Potter* and *The Worlds Within Star Wars*, which creatively educate visitors about the astronomy behind *Harry Potter* and *Star Wars*. The event includes hands-on activities.

**Engineer It - \$3,000**

Engineer It presents hands-on engineering activities to the public once a month on Saturdays during the summer in the Bert S. Turner Family Atrium. Engineer It brings together volunteers from the American Society of Civil Engineers to present educational activities that inspire the next generation of engineers.

Holiday Ornament Workshop - \$3,000

Each year, LASM hosts a hands-on holiday ornament workshop during December. Families come together to collaboratively craft creative ornaments that are theirs to keep!

Shark Week Celebration - \$2,000

In conjunction with Discovery Channel's popular Shark Week programming in July, the Museum presents ocean- and shark-themed planetarium and auditorium shows. By sponsoring this program, you enable to expand this event to include hands-on activities.

International Observe the Moon Day/Night - \$2,000

LASM's International Observe the Moon Day/Night includes hands-on activities facilitated by Museum educators and Moon-themed planetarium shows to celebrate Earth's closest celestial neighbor.

Astronomy Day - \$2,000

LASM's Astronomy Day, which LASM has celebrated for over 15 years, corresponds with the spring national Astronomy Day celebration and includes hands-on activities facilitated by educators and astronomy-themed planetarium shows. 500+ visitors are expected to attend.



Festival of Lights - \$1,000

LASM participates in Festival of Lights, an annual downtown event during the holiday season, every year, presenting hands-on art and science-related holiday activities for the whole family audience.

Adult Programming

Christopher Janney Performance in January-February 2020 - \$11,000

Artist, musician, and architect Christopher Janney, whose art is on view in *Sound Is An Invisible Color* until March 1, 2020, creates fascinating, multidisciplinary, interactive musical performances. This innovative performance will be hosted in the Irene W. Pennington Planetarium.



Planetarium Open Late One Evening Per Month for 1 Year - \$12,000

Currently, the Irene W. Pennington Planetarium closes at 4 PM on weekdays, 6 PM on Saturdays, and 5 PM on Sundays due to lack of resources to stay open later. By sponsoring staying open until 8 PM one day a week, you help us increase our accessibility to the public, especially those who have full-time jobs.

Yoga Under the Stars in the Irene W. Pennington Planetarium - \$6,000

A new program for LASM, Yoga Under the Stars will be offered once a month in the Irene W. Pennington Planetarium, facilitated by a local yoga instructor.

Art After Hours - \$5,000 per year or \$1,000 per Art After Hours

Art After Hours is LASM's popular after-hours program that educates and entertains the art-appreciating adult audience. The program includes an educational program related to the art exhibition on view (often an artist talk, artist-led tour, curator-led tour, performance, discussion panel, or demonstration), wine, and hors d'oeuvres.



DISCOVERY

Opportunities to fund the Museum's Irene W. Pennington Planetarium

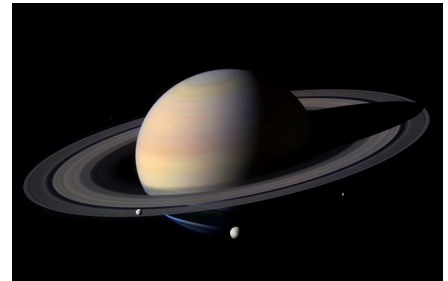


Planetarium Shows

Sponsor a Planetarium Show - \$15,000

The Irene W. Pennington Planetarium is the largest and most advanced planetarium in the state of Louisiana and one of the largest in the southeastern region. Welcoming its one-millionth visitor in 2018, the planetarium has inspired people of all ages from near and far since its construction in 2003.

The planetarium offers a diverse line-up of sky shows, large format movies, and children's programs to schoolchildren and the general public alike. Sponsoring a planetarium show allows us to keep our programming fresh, engaging, and related to the interpretive focus of the Museum.



Planetarium shows typically cost LASM around \$15,000 - \$25,000. Any amount of sponsorship helps to underwrite this expense.



Planetarium Equipment

New Computer Rendering Farm for In-House Planetarium Production - \$12,000

LASM planetarium staff creates popular, quality in-house planetarium shows, including the *The Astronomical World of Harry Potter*, *The Worlds Within Star Wars*, and seasonal Sky Tonight programs. In order to continue creating quality shows in-house, we need to update our technological equipment.



Planetarium Closed Captioning - \$10,000

In order to make the Irene W. Pennington Planetarium accessible to all – including our visitors with hearing impairments – we need to provide closed captioning services. Planetarium shows do not typically include a closed captioning option, so we do not currently offer closed captioning.

Annual OmniGlobe Projector bulbs - \$1,000

Our state-of-the-art OmniGlobe, which is on display outside of the Irene W. Pennington Planetarium in the Universe Gallery, requires new bulbs every year in order for its technologically-advanced projector system to function.



Replacement Microphone and Receiver for Planetarium - \$500

Planetarium shows in the Irene W. Pennington Planetarium are often accompanied by live, educational narration. Our microphone and receiver need to be updated in order to continue providing this service to our public and school group visitors.

Discovery Dome Portable Planetarium

New Discovery Dome 5m Portable Planetarium with Projection Equipment - \$40,000

The Discovery Dome Portable Planetarium is our primary source of outreach into the community. In 2018, we brought the Discovery Dome to 2,948 children over 7 parishes, presenting 9 different shows; additionally, the Discovery Dome visited each of the EBR Parish Libraries in December. The Discovery Dome's busy schedule has taken its toll on our current equipment and it is now time for us to purchase a new, updated version.



Outreach Vehicle Wrapped in Branded Graphics - \$40,000

In order for LASM to effectively provide outreach into the community with the Discovery Dome, we need to purchase a reliable cargo van vehicle for staff to use. We would wrap the vehicle in graphics branded with LASM logos, sponsor logos, and Irene W. Pennington Planetarium images. This vehicle would also be used for local art pick-up and deliveries, eliminating the expense of renting Penske trucks.

CREATIVITY

Opportunities to fund the Museum's Curatorial Program

Exhibitions



Sponsor an Exhibition in the Main Gallery – \$15,000

The Museum offers several major fine art exhibitions per year which highlight significant Louisiana artists and other artists of national and international acclaim. These inspiring exhibitions, which are curated by Louisiana Art & Science Museum and intended to be just as accessible to general audiences as they are to seasoned art enthusiasts, provide the basis for tours and hands-on experiences for schoolchildren.

Exhibitions in LASM's Main Galleries typically cost LASM around \$15,000-\$25,000. Any amount of sponsorship helps to underwrite this expense.

Sponsor an Exhibition in the Soupçon Gallery – \$5,000

LASM's intimate Soupçon Gallery hosts smaller art exhibitions often related to the art on view in the Main Galleries. Frequently celebrating local artists and showcasing the Museum's permanent collection, the Soupçon Gallery is a visitor favorite.

Exhibitions in LASM's Soupçon Gallery typically cost LASM around \$2,000-\$10,000. Any amount of sponsorship helps to underwrite this expense.

Permanent Collection

Conservation of Permanent Collection Objects - \$40,000

There are a number of objects in our permanent collection that need to be conserved, in addition to tools that need to be purchased for conservation projects that can be completed by our staff.

Collections Publication - \$10,000

To coincide with the Permanent Collection exhibition that will be on display beginning in fall 2020, strengthen our institutional memory, and celebrate over 50 years of collecting, we will produce a substantial publication about the notable works in our permanent collection.



Conservation of the Ancient Egyptian Mummy - \$5,000

In 2021, we will need to conserve our Egyptian mummy, which is in-line with best practices for this important object. The mummy, housed in our extremely popular Ancient Egypt Gallery, is one of our most iconic and fascinating objects.



Gallery Improvements

Ancient Egypt Gallery Renovations - \$100,000

The Ancient Egypt Gallery is in need of significant renovation. The mummy requires re-housing in its own case, the re-created rock-cut tomb that leads to the mummy's tomb needs to be reimagined, and all signage needs to be re-designed and re-printed.

The Ancient Egypt Gallery focuses on the Ptolemaic period, which dates from 323 BC to 30 BC, when Egypt enjoyed the respect of the ancient world under Greek rule. The introductory room currently explores the importance of the Egyptians' unique religion and includes a timeline and world map, as well as displays of ancient Greek, Roman, and Egyptian artifacts. The final room in the gallery is devoted to the ancient Egyptians' belief in the afterlife and their funeral practices and explores the secrets of our Ptolemaic-era mummy.



Discovery Depot Renovations - \$50,000

Designed for youngsters ages six months to seven years, this gallery includes educational toys and activities that encourage kids to make connections with art and science through play. This gallery space, which includes a hands-on "make-and-take" art area called Creation Station, continues to be an attraction for public visitor and for school groups, yet requires significant attention. Preliminary conceptual and design work has already been completed for the reimagining of this space.



Science Station Renovations - \$20,000

Designed for children ages seven to twelve, the interactive exhibits and educational games in Science Station make life science, earth science, physical science, and math relevant and fun. This gallery space continues to be an attraction for public visitor and for school groups, yet requires attention through repairing exhibits, purchasing new exhibits to keep the space fresh and engaging, and renovations. Science Station often features rotating science-related exhibits that relate to the art exhibition currently on view.

Gallery Lighting Update - \$10,000

Our gallery lighting is in need of updates in order to properly light the works that we have on display.

New Signage for Permanent Collection Items on Display - \$5,000

Throughout our building are pieces from our permanent collection, including works by Ivan Meštrović, Frank Hayden, and a totem pole. The signage accompanying those pieces are in need of re-designing and re-printing.

Curatorial Supplies

Curatorial Supplies - \$15,000

Our Curatorial Department requires various supplies such as new stanchions, preparatory tools and supplies, materials for transporting and storing objects, woodworking tools, and exhibit furniture, in order to present quality exhibitions.



SUSTAINABILITY

Opportunities to fund the Museum's Capital Improvements

Lighting the Building

LASM is seeking support to light the exterior of the Irene W. Pennington Planetarium dome with colored LED lights to raise the visibility and profile of LASM in the rapidly-expanding region of downtown Baton Rouge. LASM is also seeking support to light the levee side of the building for greater visibility from the bridge and for people enjoying river boat tours.

Total cost: \$76,000

Visit <https://tinyurl.com/lasm-dome-lighting> for a video mock-up!

Lighting the Dome - \$52,000

Lighting the dome would highlight the unique shape of our planetarium. Additionally, lighting the dome would help attract tourists to our building, thus expanding our economic impact in the Baton Rouge community. Increasing our curb appeal by lighting the dome is crucial to our long-term financial sustainability because it will attract visitors and generate interest in the community, increasing our attendance and revenues.



Lighting the Levee-Side of the Building - \$24,000

Lighting the levee-side of the building will help to increase our visibility from across the bridge, expanding our outreach into West Baton Rouge Parish and attracting travelers traveling into East Baton Rouge Parish.

Other Capital Improvements

Museum Store Renovations - \$25,000

LASM's Museum Store is in need of significant renovation and updates, which will include moving the check-out desk to the back of the store so that cashiers have increased visibility. The Museum Store brings in significant income for the Museum each year; all renovations will be done with the intent to bring in even more revenue.



Admissions Desk Relocation - \$25,000

LASM's admissions desk is currently located quite a distance behind the front doors, which causes confusion for visitors entering the building for the first time. Additionally, the desk's current placement creates customer service and security issues; during busy times, a visitor could slip in without being properly acknowledged or paying their admission fee.

Permanent Wayfinding Improvements - \$25,000

Our 75,000 square foot museum contains 5 art and science galleries, 2 hands-on galleries, the Irene W. Pennington Planetarium, an auditorium, an atrium, and more. For many visitors, the building is difficult to navigate and is sometimes intimidating, in large part due to our lack of wayfinding signage. By funding wayfinding improvements, you enable visitors to "find their way" to learning experiences in galleries that they might miss otherwise.

Exterior Signage Updates - \$20,000

LASM's unique building is a mystery to those unfamiliar with what it houses. Creating additional external signage in the form of large-scale banners and window decals will help us guide visitors to the front door, signal to the passerby that we are an art and science museum, and brand our building more effectively, which will in turn increase attendance and thus revenues.

Wheelchair-Accessible Auto-Opening Doors - \$10,000

By funding wheelchair-accessible auto-opening doors in the main entrance and the north door side entrance, you enable us to provide a welcoming, safe, accessible, and friendly environment for visitors who use wheelchairs and other mobility devices.



ADVANCEMENT

Opportunities to fund the Museum's operational, administrative & marketing, and staff needs

Operational

Security Personnel - \$55,000 per year

Times have changed since LASM opened in 1960. The Museum is now a "soft target" and is at high-risk for security issues. The Museum is currently spending unallocated funds to pay Baton Rouge Police Department officers to patrol the building during the hours we are open to the public.

New Strategic Planning Process - \$25,000

LASM's Board of Trustees has decided to engage the Baton Rouge business management consulting company Emergent Method for strategic planning services. In-line with non-profit and museum best practices, thoughtfully-considered and prudently-executed strategic planning will allow us to grow as an organization and plan for the future.



Security Camera/DVR upgrades including monitors, 20 cameras - \$14,000

Many critical public areas of LASM are not currently being monitored by our CCTV system. To avoid security threats that could occur in our current blind spots, we must upgrade our system.

Building-Wide Intercom - \$5,000

A building-wide intercom needs to be added to our current voice EVAC system so that all visitors in the building can receive immediate notification when there is an emergency, which could take the form of a fire, flood, armed intruder, etc.

New Staff Computers - \$5,000

Many professional staff members currently use computers that are outdated and slow. In order to increase staff productivity and efficiency, we must secure funding for new computers.

Replacement Handheld Radios - \$520

Our frontline museum staff members currently communicate via handheld radios regarding security concerns and operational issues. We need to replace 14 of our two-way, long-range radios.

Administrative & Marketing

Improved LASM.ORG - \$20,000

LASM's website, lasm.org, needs significant coding and design improvements. It is currently difficult to manage and customize via its content management system. Since the website is a huge digital marketing tool for us – all collateral, both digital and printed, links back to the website – it is imperative that our website is as user-friendly, informational, functional, and aesthetically appealing as possible.

New Integrated Point-of-Sale System - \$10,000 start-up fee plus \$3,600/year

LASM currently uses an outdated Point-of-Sale system that is meant for amusement parks (not museums), is difficult to use and manage, and does not integrate well with our donor management intelligence. Our goal is to transition to a system that can manage and track admissions, the Museum Store, membership, online ticket sales, and silent auction.

What's On - \$9,000 per year or \$1,500 per brochure

The "What's On" brochure is produced every two months and promotes our upcoming events, new planetarium shows, exhibitions, and includes other general information about the Museum. It is mailed to member households and distributed throughout the Baton Rouge community.

New Membership Collateral and ID Cards - \$7,000

Along with transitioning to a new POS system that will also manage membership, we need to order new member collateral and sturdier ID cards that will scan at the admissions desk. This will make the member experience at LASM of a higher quality, leading to increased giving at higher membership and donor levels.

Network for Good - \$5,100 per year

Network for Good is a cloud-based donor management system that allows us to process donations and sponsorships online, sell tickets to events alone online, send email blasts to our donors and members, and access donor information on demand.

Annual Report Booklet - \$5,000

Each year, LASM produces an internal Annual Report with an accompanying presentation that is used during the Annual Meeting. However, LASM does not release the Annual Report, which has important data regarding admissions, programs, and new initiatives from the previous year, to the public. A professionally designed and printed Annual Report booklet would be a valuable piece of fundraising collateral.

General Information Rack Card - \$5,000 per year

LASM currently disseminates a bi-monthly "What's On" brochure that promotes upcoming events, planetarium shows, and exhibitions, but lacks a general information rack card listing our gallery spaces, address, pricing, website, and other pertinent information. A general information rack card, which would be distributed at visitor centers, hotels, and other key locations in the Baton Rouge area, will increase our visibility and community presence.



Blue Star Museums Program - \$3,000 per year

LASM offers free admission to active duty military, first responders, and their families year round as part of the National Endowment for the Arts' Blue Star Museum Program. In order to provide this service, we must receive funding.

**Smithsonian Affiliation - \$2,500 per year**

Once accepted to become a Smithsonian Affiliate in 2020, LASM will have access to objects from the Smithsonian collection, will become part of a network of other affiliate museums, and will be promoted nationally as an affiliate institution. Affiliation fees are \$2,500 per year.

**Birthday Party Brochure - \$2,000**

LASM currently uses an out-of-date flyer and the website to market our birthday parties, which are designed to be educational, entertaining, and fun experiences for children celebrating their birthdays. Birthday parties generate a significant amount of revenue for the Museum and will only generate more with increased promotion.

Grant Search Engine - \$1,500 per year

Access to a grant search engine would allow us to increase the number of proposals that we submit and will broaden our fundraising efforts. This resource is crucial for our development staff.

Staff

Conference Attendance (AAM, AFP, ASTC, SEMC, LAM) - \$15,000 per year

It is important for our Museum staff to be up-to-date on industry standards. We must receive funding in order for staff to participate in and present at annual conferences held by important organizations such as the American Alliance of Museums, the Association of Fundraising Professionals, the American Association of Science-Technology Centers, the Southeastern Museums Conference, and the Louisiana Association of Museums.

**Professional Development Workshops for Frontline Staff - \$1,200 per year**

Our frontline staff is the face of our institution. By providing quarterly professional development workshops on topics such as visitor engagement to our frontline staff, LASM ensures that visitors are receiving a quality experience and will come back again.