

## SUPPORTING THE SCHIELE MUSEUM

As a Schiele Museum Board of Trustees member, we appreciate your dedication to our organization and the time and talents you will lend while serving on the board. We ask that you support the Schiele through a financial contribution to the extent of your capacity *of an amount that is significant to you*. We strive to achieve 100% board support annually. Many foundations will want to confirm that our Board is fully invested in our mission before they themselves make a donation, the best way to show this is with 100% Board giving.

There are multiple ways in which you can support The Schiele, and we would like you to consider giving some amount to each as you are able. Opportunities include: Schiele Museum membership, the Annual Fund, support through the Community Foundation of Gaston County's Community Run, or via an endowment or planned gift. There are also ways for your company to get involved through Corporate Membership and event sponsorship.

Details about these opportunities and when they occur can be found below:

### **WAYS TO GIVE: PERSONALLY**

#### **Schiele Membership... (year-round)**

Museum membership provides you with free general admission to The Schiele for a year, a number of free planetarium passes, discounts on special programs, and first access to special exhibits and summer camps! Each membership level comes with different benefits, so you are able to select the membership that best suits your needs! Specifics about member benefits can be found on our website at <https://sales.schielemuseum.org/membership.aspx>.

#### **General Membership:**

Individual (\$60); Family (\$85); Family Premium (\$135); Patron (\$300); Premium Patron (\$350);

#### **Philanthropic levels:**

Schiele Society-Bronze (\$600); Guardian Gold (\$2,500); Guardian Platinum (\$5,000)

*Note that "Guardian" is also a designation given to any individual, couple, or company that donates a total of at least \$2,500 to the museum in any calendar year*

#### **Annual Fund ... (giving timeline January – December, annually)**

Support at *any* amount helps The Schiele's general operations and help support our mission to inspire wonder for science and the natural world.

Our Animal Ambassadors program is another option that falls under the Annual Fund umbrella of support with a more specific desire to give to support our efforts in maintenance of our live animal collection.

Donations are 100% tax deductible.

Suggested levels include:

Friend (up to \$250); Bronze (\$250-\$499); Silver (\$500-\$999); Gold (\$1,000+)

#### **Community Run... (giving timeline February 1 – mid-April, annually)**

Coordinated through The Community Foundation of Gaston County, The Schiele participates in the annual Community Run. This event is a tremendous resource for the museum as it provides great exposure for us in the community to share our mission and educational programs. Donations are made directly to the Community Foundation and can be designated to The Schiele (as well as other organizations). The museum is also eligible for a matching gift from the Community Foundation that they have worked to obtain on behalf of all organizations. For

qualifying agencies, up to \$10,000 of total dollars raised will be matched by a percentage based on a ratio of the total amount of dollars collected in the match pot compared to the amount of eligible donor contributions. In previous years, this match has been up to 40% of the amount designated for The Schiele!

### **Donations...(year-round)**

Donations is a general way to share your support with the museum. This can include in-kind gifts, contributions made in memory or in honor of loved ones. Financial contributions of this nature can be made via our website or sent directly to The Schiele via check or credit card.

### **Endowment/Planned Giving ... (year-round)**

Including The Schiele in your will or estate plans is a great way to continue your legacy of giving. The Schiele Museum Endowment Fund was established in January 1998 from a portion of a gift from the Margaret Rankin Beam Estate. Held at the Community Foundation of Gaston County, our Endowment Fund continues to grow aggressively from year to year. 5% of the fund's average balance may be used each year for Museum projects based on approval by our Board of Trustees. One may make a direct cash gift to the Endowment Fund, or use any of the planned giving methods in accordance with IRS rules and regulations.

We are able to accommodate your planned giving needs in many ways. We can accept gifts of stock, insurance policies, vehicles, retirement plans, and much more. To include the museum as part of your estate, please contact Elysabeth Utick at 704.836.0020.

## **WAYS TO GIVE: CORPORATE SUPPORT**

Schiele Board members are a vital part in making connections with regional companies and organizations. There are different ways and levels in which companies can get involved.

### **Corporate Membership**

Memberships for organizations are the best way for a company to show their support of the museum while offering perks to their own employees. Depending on the Corporate Membership level, a number of general admission passes are included along with recognition on the museum website.

Levels include: \$600 Executive Partner; \$1,500 President's Partner; \$3,000 Chairman's Partner

### **Corporate Sponsorship**

For each exhibit and event, there is at least one option of Corporate Sponsorship, and in most cases there are a variety of levels and benefits associated with each. Sponsorship provides various naming recognition opportunities for special events, educational programs, interim exhibits, and long-term exhibits. Sponsorships can be tailored to suit the needs and preferences of the organization and typically naming recognition on-site and through media as well as number of tickets.

## **OTHER WAYS TO SUPPORT THE SCHIELE**

Giving financially is an important way to support The Schiele; however, we understand that there are many other ways in which our board members can help. Here are a few thoughts on how:

**Social Media:** We're on Facebook, Instagram, and Twitter – and if you're on one or ALL of those platforms, please like, love, share, retweet, and interact with us! It helps expand our reach in the community and gets us at the top of the list for algorithm mumbojumbo.

**Events:** Know what's going on at the museum, participate in events, and share with your friends and family! Encourage others to visit the museum, tell them what we're doing, what's the latest exhibit they should visit, or planetarium program they should see! Be in the know of the MANY exciting things that we're doing!

**Connect:** Get us in touch with the right people. Know of a person who is a secret history buff or science nerd who would love to get involved? Think they would support as a donor or become a corporate sponsor? Know of a group with a great WIDGET that would be a great partnership for an event? Let us know! The connections that you help us make can become vital partnerships that last years and bolster events and resources.

**Share:** See something at another museum or organization that would be *perfect* to try here? Let us know! Feel free to share with us what you've seen, noticed, thought of, and how you think it might work here. Not sure who to tell? Email it to [Elysabethu@cityofgastonia.com](mailto:Elysabethu@cityofgastonia.com), and she'll get it to the right person!

**Keep in touch:** Board meetings should not be the only time we see or hear from you! Please keep in touch with staff about what's going on with you! Being a board member is a partnership, and we want to know you better!