

Illinois State Historical Society
Development Committee Report
February 22, 2020

I. Development Recap | Don Truax

II. Gala & Sponsorship Campaign | Terri Cameron

A. Tickets

- Gala tickets on sale now historyillinois.org/bestof2020
- Tables available for sale now, thank you to board members who have sold tables/tickets

B. Sponsorship

- Sponsorship Campaign is at \$11,000; searching for 5 more sponsors

C. Advertising

- Advertising in event program is available, help sell 2 ads in event program

D. Bulk Rates

- Tables available for discounted rate *8 tickets @ \$625

III. YP Group Meeting | Devin Hunter

- A. ISHS is organizing a brainstorming session for the establishment of a Young Friends Network and invites emerging professionals and career-minded individuals to attend a focus group on March 06, 2020 at Arlington's in downtown Springfield.

IV. Marketing | Hannah Kline

A. New Giving Programs Rollout in Illinois Heritage; ISHS Website

- Prairie Heritage Circle Recognizes Individuals who give \$1,000 or more
- Legacy Giving Information & Advertising

B. Marketing Internship

- ISHS continues to offer a marketing internship and hopes to fill the position at the earliest opportunity.



BEST OF ILLINOIS HISTORY AWARDS GALA

"Connecting the past to the present at one seriously fun party"

BEST OF ILLINOIS HISTORY UNDERWRITING BUSINESS PARTNERS

Business partners underwriting the Best of Illinois History Awards Gala will be recognized for their generous support in the gala program. All gala program ads are due by March 30, 2020. Email camera-ready ads (pdf preferred) to development@historyillinois.org

- History Leaders - \$250
Full page gala program ad recognition
- Pacesetters - \$225
Half page gala program ad recognition
- Friends - \$200
Quarter page gala program ad recognition

GALA SPONSORSHIP OPPORTUNITIES

Sponsorship of Illinois State Historical Society events offers a variety of opportunities for brand visibility through marketing, communications, and promotions to diverse audiences throughout Illinois and beyond. ISHS can tailor sponsorship and recognition packages that best meet your company's needs. To learn more about how partnership with ISHS can best meet your objectives, contact Hannah Kline at 217-525-2781 or development@historyillinois.org.

- PRESENTING: \$15,000
- GRAND: \$10,000
- AMBASSADOR: \$5,000
- CURATOR: \$2,500
- ARCHIVIST: \$1,500

ILLINOIS HERITAGE 2020 ADVERTISING OPPORTUNITIES



| | |
|--|-------|
| Full page, full color (7.5" x 10")..... | \$600 |
| Half page, vertical (3.75" x 10") or horizontal (7.5" x 5") | \$400 |
| Quarter page (3.75" x 5") | \$225 |
| Eighth page (3.75" x 2.5") | \$125 |

2020 Ad Copy Deadlines

(electronic files or camera ready)

| | |
|-------------------------|-------------|
| January/February | December 13 |
| March/April | February 14 |
| May/June..... | April 13 |
| July/August | June 15 |
| September/October | August 14 |
| November/December | October 15 |

For more information contact Hannah Kline
217-525-2781 or development@historyillinois.org.



BEST OF ILLINOIS HISTORY AWARDS GALA

*With Honorary Chairs
Kathryn Harris and Michael Burlingame*

**FRIDAY APRIL 24, 2020
6:00 - 9:00 PM**

**INN AT 835 BOUTIQUE HOTEL
SPRINGFIELD, IL | 62704**

ISHS Young Friends Network Brainstorm Mixer

The Illinois State Historical Society invites history-oriented, career-minded young professionals to join us for happy hour --- and to take part in a small, informal focus group about establishing a statewide young friends group & network. The focus group should begin at 5:30 and should last no longer than one and a half hours.

Friday, March 06, 2020

Arlington's

210 Broadway • Springfield, IL • 62701

5:00 -- 7:30 pm

This will be an opportunity for you to learn more about getting involved in ISHS. Your perspective and opinions will provide the framework for establishing a group and network of history-oriented, career-minded individuals and opportunities to develop socially, professionally, and civically.

More background information will be sent to those confirming attendance before the focus group. RSVP to Hannah Kline at development@historyillinois.org.

The Illinois State Historical Society is a dynamic not-for-profit 501(c)3 organization that is widely recognized as a trusted resource for history and highly valued for its educational impact and leadership in the field.

ISHS is:

- A leading publisher of content about Illinois and its history for a variety of audiences
- A premier presenter of history programs
- A sponsor of a compelling network of historic markers that make history meaningful for visitors and are supported by local communities
- A partner in history education



Legacy Giving

Did you know that the Illinois State Historical Society exists as an independent 501(c)3 nonprofit organization today thanks to the vision of a generous donor who loved Illinois history?

Legacy gifts are a thoughtful way to have a long-lasting impact on Illinois history. The Illinois State Historical Society Legacy Alliance honors the inspiring vision of those donors who connect their legacy to ours through planned gifts.

These gifts, in any amount, can be directed to support the priorities of the Society or a particular program. It's your choice.

Planned gift arrangements are simple and affordable ways to make a lasting impact as the next chapter of our state's history is being written.

These special gifts can be made now or deferred to a later time.

They can be made in many different ways:

- ☐ Gifts made through a will
- ☐ Retirement plan assets
- ☐ Life Insurance
- ☐ Charitable Trusts
- ☐ Real Estate

These are just a few commonly chosen legacy gift options.

When people are asked why they haven't made a provision for the charities of their choice, many say that no one ever asked, or they don't have anything to leave. We're asking. Please consider a legacy gift option. Your gift will make a difference for Illinois history for current and future generations.

Legal bequest language for Illinois State Historical Society:

"I give and bequeath to the Board of Directors of the Illinois State Historical Society, a not-for-profit, tax-exempt organization having its principal address at 6255 Shopland Road, Springfield, IL, 62703, (specific dollar amount or percentage) to be used for the Society's general purposes as determined by the officers of the Board of Directors."

If you wish to restrict your gift, we ask that you add the following language to your will to ensure that the Society is able to evolve for into the future:

"If at some time, in the judgment of the officers of the Board of Directors of the Illinois State Historical Society, it is no longer practical to use the income or principal of this bequest for the purposes intended, the Board may use the income or principal for whatever it deems necessary and most closely in accord with the intent described herein."

Please consult your financial or tax advisor about your specific situation.



Introducing the Prairie Heritage Circle

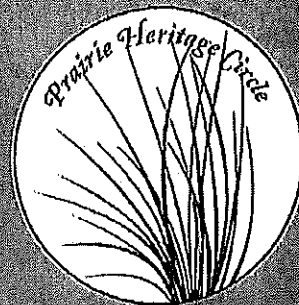
Each year, generous members and friends provide support critical to the mission of Illinois State Historical Society. Last year, your gifts helped support Illinois' students, teachers, and scholars; community education for our vibrant community; and recognition of significant historical contributions and events.

We are pleased to introduce the Prairie Heritage Circle in honor of those who provide annual support of \$1,000 or more for Illinois history.

Donors may join the Prairie Heritage Circle through a gift of \$1,000 or more. These gifts may also be pledged and paid during the calendar year they were made for membership in the Prairie Heritage Circle. Recognition is renewable on an annual basis, and is based on cumulative giving of \$1,000 or more to the annual fund of IHS in a calendar year (January 01 - December 31). We look forward to inviting Prairie Heritage Circle members to a special celebration.

Matching gifts may be used to support Prairie Heritage Circle membership. Since employer made matching gifts are disbursed during different cycles, qualifying gifts may be paid outside of the calendar year the gift agreement is made. Membership support at the \$1,000 level will be recognized as part of the Prairie Heritage Circle.

For more information about joining, contact Hannah Rline at 217/525-2781 ext. 203
or development@historyillinois.org



Thanks!

For Your Support

*Thank You to all of our
members and friends*

Every donation to Illinois State Historical Society
makes our community vibrant.



Here's what your support accomplished in 2019 by the numbers:

- ❖ **Success!** Lincoln Portraits were placed in all 102 courthouses in Illinois
- ❖ **Celebrate!** 35 Centennial Illinois businesses were recognized for their historic achievements
- ❖ **Hooray!** Johnny Appleseed trees were planted throughout Illinois
- ❖ **Congratulations!** ISHS awarded 7 scholarships to deserving students
- ❖ **Hats off!** ISHS proudly recognized the remarkable 2019 Teacher of the Year
- ❖ **Fantastic!** 6 new historical markers were dedicated in 2019
- ❖ **Hot off the presses!** 4 issues of the *Journal of the Illinois State Historical Society* and 6 issues of *Illinois Heritage* published in 2019
- ❖ **Success!** 12 community education presentations to 1,000+