



MICHIGAN STATE
UNIVERSITY

EMPOWER
EXTRAORDINARY

THE CAMPAIGN *for* MICHIGAN STATE UNIVERSITY

Supporting the
MSU MUSEUM

Exciting **Minds**

“While many people think of a museum as collections and exhibitions, it’s much more than that. At the MSU Museum, our mission is to excite minds about science, culture, and our shared future.”

LORA **HELOU**

ACTING DIRECTOR, MSU MUSEUM





At the End of **the Day**

The MSU Museum has a distinguished history, and within the expanding story of Michigan State University, the MSU Museum is writing its own chapter. We seek to excite the minds of our audiences. Our goal is to create meaningful and engaging experiences about culture, science, and the most challenging issues facing our world.

University museums such as ours now play multiple and complex roles: providing an entry point to MSU, serving students and scholars on campus and worldwide, piquing the interest of children into fields of study and eventual careers, and meeting expectations of a wide range of visitors.

MSU is a university on the rise, and the MSU Museum must rise with it. With your support, we will transform a museum with century-old roots, into an institution that will fulfill its potential in the twenty-first century and beyond.

LORA HELOU

ACTING DIRECTOR, MSU MUSEUM



Experiences

Unlike Any Other

For more than 150 years, the MSU Museum has cared for the natural and cultural heritage of the people of Michigan, linking with the community through public programs and research. Our exhibits connect people with the past—and with new experiences, knowledge, and ideas. The museum is a hub for discussion and debate, a unique institution revealing the best of the past, while helping shape the best of the future.

In a world inundated with digital images of almost everything, the magic of experiencing the world and its treasures in real time endures—a Civil War uniform, a natural wonder such as a ten-foot tall brown bear, Ethiopian textiles, or something else so striking that it stops visitors in their tracks.

The MSU Museum contains one of the more diverse and important university museum collections in the country. Over one million items in the collections are studied by researchers at MSU and around the world. The collections are also the impetus of ideas—the intersection of cultural heritage, creativity, science, history, and the arts.



Connecting **Ideas** *and* **Audiences**

The MSU Museum envisions exciting the minds of the broadest possible audiences by revealing the richness of our shared cultures, the diversity of the world we live in, and the significance of MSU research changing the world. We are focused on connecting the people of Michigan with their heritage, history, culture, environment, and their future.

We seek to be an integral gateway to MSU, providing the public with an introduction to the university and a platform to champion research done at MSU. We will create meaningful experiences that engage and delight all ages. We will connect with MSU students and citizens everywhere to share different perspectives, heighten understanding, and promote problem-solving.

To do this, the MSU Museum will be a force for creativity, discovery, and learning by presenting information to a broad range of audiences in ways that engage and inspire. Connecting people to the leading academic work of MSU will promote the building of vibrant communities.

Support *for the* **MSU Museum**

Items that were given to this museum 150 years ago are still used for scholarship and exhibitions. Gifts of endowment made today will be working 150 years from now—and beyond—to support the mission of the museum and the university.

The MSU Museum seeks to raise \$5.5 million in the campaign. We will achieve this goal with a mix of endowment, annual funds, and in-kind contributions.

Endowment resources are critical because they provide permanent funding for the museum and its work on which we and our users can count—year after year. A gift of endowment enables a donor's impact to last forever. For example, establishing an endowed curator of history position ensures that we can attract and retain first-class museum professionals in that important subject in perpetuity.

Annual contributions, in contrast, provide vital current use funds we can put to work immediately for exhibits and programs. While endowment funds last forever—that's why they are so highly sought—and can spin off income averaging five percent of their principal each year, so as to retain their purchasing power in perpetuity. This means that a very generous \$1 million endowment gift will produce \$50,000 in income in its first year and incrementally more in subsequent years. A \$1 million gift in current use funds, however, can make a big difference quickly—something a donor can see and appreciate.

In-kind donations include contributions of significant objects to the MSU Museum, strengthening collections and their impact in coursework, research, and educational programs via exhibits and online projects.





TO PROVIDE MORE
OPPORTUNITIES THAT
STRENGTHEN OUR
GLOBAL PERSPECTIVE,
OUR FUNDING GOAL
IS **\$3 MILLION.**

ENDOWED EXHIBIT
AND EDUCATIONAL
PROGRAMMING
\$1.1 MILLION

ENDOWED CURATOR
POSITION IN HISTORY
\$1.9 MILLION



A Force for

CREATIVITY, DISCOVERY, AND LEARNING

The MSU Museum offers an accessible and welcoming showplace in which to display our collections and the scholarly work of the university. Comprehensive natural science collections and the university's most extensive and diverse cultural collections offer fascinating opportunities for exhibits, educational opportunities, and research.

Thousands of people benefit from the MSU Museum. Beyond the Museum walls at any time, six to nine traveling exhibits from the Museum are on the road at small museums, schools, and community centers—these exhibits share knowledge and discovery in creative and engaging ways. MSU students use our collections in their coursework to enhance and expand their understanding of the natural world, human creativity, and expression. Our collections are the basis of active research by museum staff, MSU faculty and students, and scholars around the world.

While our future will always include collections, we are about ideas more than objects. We are presently exploring new ways of learning and sharing MSU's vast knowledge with the world, using the rapid advances of communications and digital technology to connect new audiences to our wealth of subjects and ideas. MSU students are an essential element in these efforts, receiving training to become the next generation of museum professionals. We will be their learning laboratory, a place to study and refine the special ways museums operate as informal learning centers for all types of audiences.

For MSU, its science and culture museum is an ideal place to present the research and scholarship of the university. In a time when the extent of public support of education is questioned, the museum serves as a constant display of MSU's value and importance.



A Vibrant **COMMUNITY**

Exhibits offer visitors a platform for engagement and a point of intersection on which we can build community on the MSU campus, in Michigan, or—through digital technology—with people around the world. Moreover, community events such as the Great Lakes Folk Festival, Darwin Discovery Day, and the MSU Federal Credit Union Dinosaur Dash bring people together to discover and learn.

The MSU Museum is a natural hub for discussion, debate, and understanding. We challenge visitors to reflect and make new connections, often in surprising ways. Accredited by the American Association of Museums, this is a place that encourages children's exploration and promotes scholarly inquiry.

Not only do we inform people about scientific research and its results, but we engage them in the very process of discovery and critical thinking so as to enhance their understanding of and appreciation for the scientific method. While any museum can offer answers, the best museum experiences inspire curiosity and ignite questions.

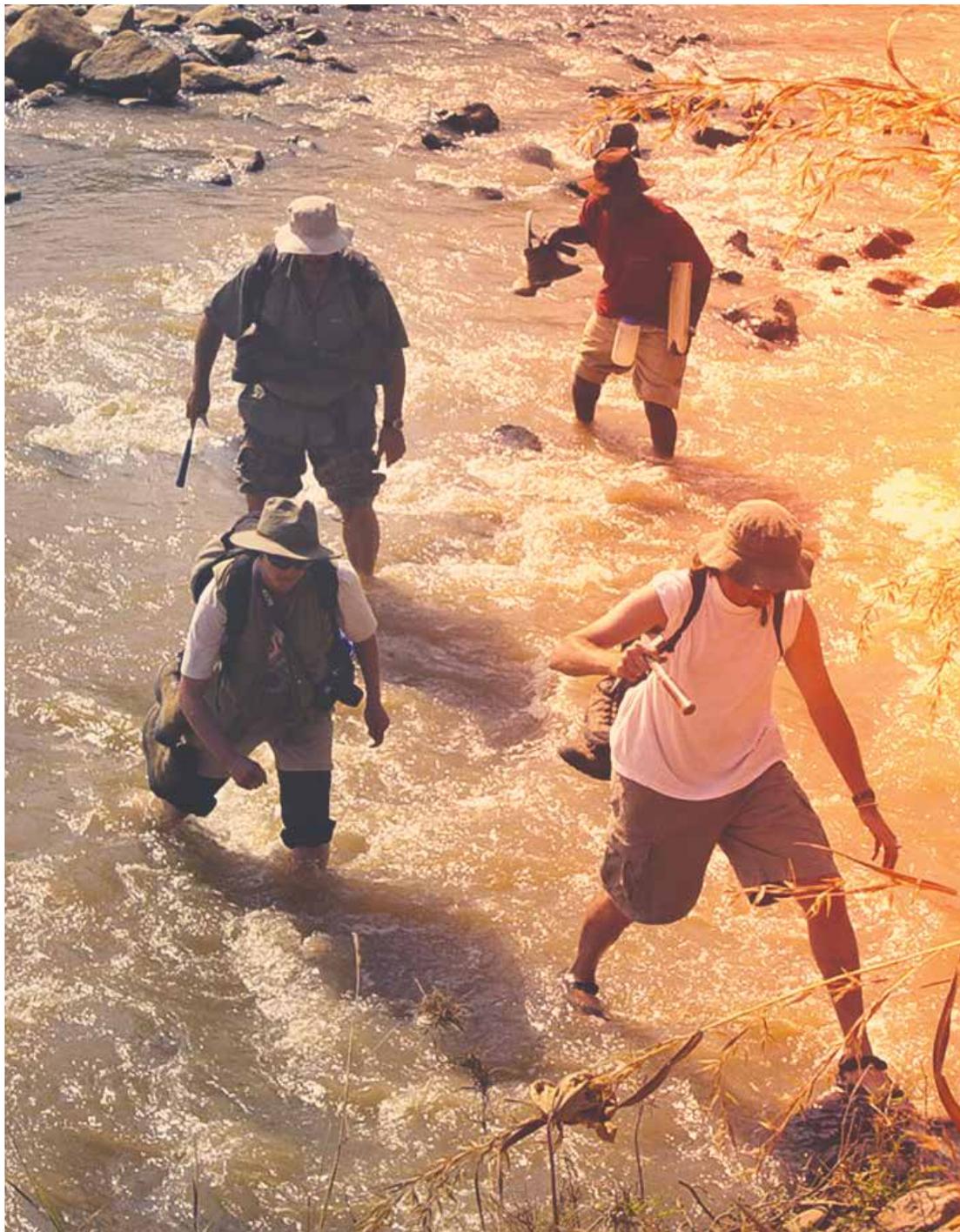
As a university museum, we serve as a champion of the important work done at MSU. Recently, Pamodzi: Africa + MSU, A Future in Partnership was a popular exhibit that vividly presented MSU's engagement in Africa via medicine, education, agriculture, the environment, the arts and humanities, and more.

Projects like this make the museum an inviting gateway to MSU and, for some visitors, a critical first step to higher education. Every year, boys and girls who tour our halls may later become the first person in their families to go to college. Other young people will find that their life's work was first sparked by something they encountered in our museum.

OUR FUNDING GOAL FOR A VIBRANT COMMUNITY IS **\$2.5 MILLION.**

CONTRIBUTIONS TO THE
COLLECTIONS
\$1.5 MILLION

ANNUAL GIVING
\$1 MILLION





THE MSU MUSEUM SEEKS
A TOTAL FUNDING GOAL
OF **\$5.5 MILLION.**



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COVER IMAGE:

Founded in 1857, the Michigan State University Museum is the first collection-holding unit on campus, and Michigan's first Smithsonian Institution affiliate. The main exhibition building features three floors with 15 galleries and exhibit spaces for collections and research, new and recent acquisitions, MSU faculty work and experimental student projects. The space periodically hosts traveling exhibits on loan from other museums.

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