



MOMENTUM! - Campaign Executive Summary

Refresh, reinvigorate, revitalize, say yes!

Madison Children's Museum, one of the top children's museums in the U.S., is building on our recent momentum, propelling us to new heights. We're ready to **refresh, reinvigorate, and revitalize** from the inside out. With play at the forefront of the museum's work, we are **bolstering the future for children and families** of all backgrounds through exhibit refurbishment, new exhibit design, and educational programming. By investing in our facilities, staff, and ability to say, "Yes!" to bold and risky ideas, we ensure the longevity of the museum as a **community hub for generations to come**.

The museum will be set firmly on the international stage in 2024 as we host the Association of Children's Museums' (ACM) conference, opening the doors to collaboration and deepening our relationships across the country and throughout the world.

Momentum from our Recent Successes

Between October of 2021 and 2022, MCM has had major successes that created a wave of momentum, fueling our activities over the next two years and defining our vision for the museum as we look to our 50th anniversary in 2030.

- **The Wonderground:** In October of 2021, MCM opened a new outdoor exhibit, the Wonderground. One year later in October of 2022, we completed a soaring addition to the exhibit and marked the successful completion of the Our Future in Play Campaign.
- **Caretakers of Wonder:** MCM received a National Leadership grant from the Institute of Museum and Library Services in August of 2022 to lead a cohort of 10 children's and science museums in a two-year effort to improve the health and well-being of children—and ultimately of the planet. Additional partners include experts on children and families in the areas of mental and public health, climate impacts, equity sustainable practices, museum audiences.
- **ACM Conference:** In a coup for medium-sized children's museums and cities, MCM next secured hosting the 2024 InterActivity Conference. This is the first time a non-major metropolitan area has been selected to host this conference. MCM's industry-leading programs, exhibits, and staff were key to this success and has reaffirmed our standing as one of the top children's museums in the country.
- **Financial:** Through prudent decision making and aggressive pursuit of relief funds during the pandemic, MCM emerged on a solid financial footing and will make some long overdue investments in our facility, people, and organization.

These successes have energized the museum to boldly envision our future in the community and challenge our supporters to help us realize this vision. The museum is flourishing, and we look forward to serving our community and field more deeply and in new and exciting ways.

Campaign Elements Overview

Momentum! is a comprehensive campaign encompassing many areas of our operations. It is comprised of several major initiatives that fortuitously coalesced to link deferred needs with deliberate planning for future steps that will continue to drive the museum forward. Momentum! includes a mix of high- and low-visibility elements with both near- and long-term outcomes. It is the first step in an emerging vision for the



museum that will strengthen our ability to serve our community, advance our mission, and cement a robust financial foundation.

- **Exhibits & Programming:** We will create new educational opportunities for the museum's diverse visitors by refreshing existing exhibits, investing in the creation of a new exhibit and complimentary programming to replace "From Coops to Cathedrals", while leading a national cohort to develop a climate and resiliency framework for children birth - age 8.
- **Innovation:** We will establish an Innovation Fund to allow us to say "Yes!" to bold ideas that are financially riskier but have great potential to create new sources of mission-based revenue. The knowledge gained from taking these risks will form the foundation for a new master plan as we look toward MCM's 50th anniversary in 2030.
- **Facilities:** We will replenish our Facility Fund to meet deferred and planned needs, and preserve resources allocated to support programming.
- **Resource Development:** We will address current and future capacity needs by hiring and retaining dedicated staff by continuing to offer competitive market wages and benefits.
- **InterActivity:** In May 2024 we will welcome over 1,000 children's museum professionals to Madison when we host ACM's InterActivity conference. Our staff will be heavily involved with the production of the conference and our facility, exhibits and programs featured.

Why It Matters

MCM has welcomed nearly 4 million visitors since finding its permanent home in 2010. Since reopening in summer 2021 we have served nearly 200,000 visitors, opened and expanded the new outdoor Wonderground, launched a pay-what-you-scan café, and brought joyful play, laughter and love back into the museum. As we look toward the museum's 50th anniversary in 2030, we are focused on investing our efforts towards the needs that matter most:

- **Children are spending increasingly less time in nature**, averaging 8 minutes per day. This limits time spent in foundational skill building such as social-emotional skills that foster empathy and resilience, strengthen connections, develop appreciation for all living things, and are precursors to good citizenship and climate resiliency and understanding.
- **Risk-taking is vital** but can be an intimidating part of innovation and creativity. As an MCM core value, our ability to say "Yes!" to bold ideas advances MCM and the field.
- MCM serves as a **community hub for children and their families**, as seen by the growing visitorship each year. Investments in repair and upgrades to our facilities and resources are an investment in our community.
- The **museum is a national magnet** that produces economic impact and improved quality of life for residents, visitors, and businesses. We provide a safe environment for families to gather and learn, provide educational opportunities for children, support parents and caregivers, foster connections and build relationships between the many unique groups that comprise our community, and contribute greatly to our local economy. In a typical year, MCM drives \$8.3m worth of economic activity in Madison.

Primary Contacts

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