

# TOGETHER WE *Will*

CAMPAIGN FOR THE  
WILL ROGERS MEMORIAL MUSEUM  
& WORLD CITIZEN EXPERIENCE



# Memorial Museum has had one major update since its founding in 1938

Areas to address:

- ADA compliance
- Collection Vaults didn't meet standards
- Lower Level Closed for Decades



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# Memorial Museum has had one major update since its founding in 1938

Areas to address:

- Protecting Exhibits
- Increased Financial Stability
- Creating a new Experience for visitors



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# Functional, Beautiful

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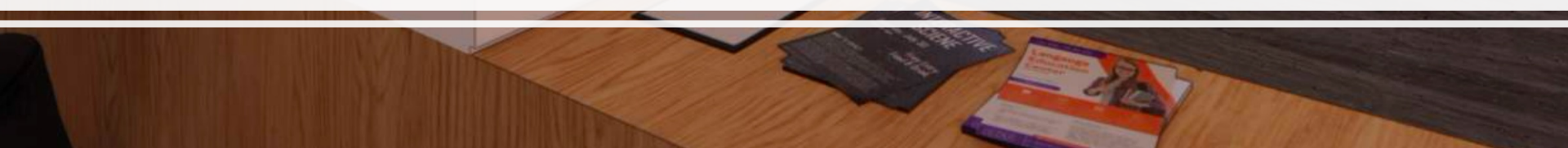
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## Reimagined Interior





# Welcoming and Inspiring

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GIFT SHOP

New Gift Shop



Renovated Back Porch



# Society today?!



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# What can we do?

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America and the World needs a Citizen Role Model. Someone to look up to and emulate.

An historic person of character, integrity and a proven track record of bringing people together.

A person who can and should be taught to our children and grandchildren.

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# Question....

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## But is there such a person?

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# Yes there is!



## Will Rogers Legacy...

Will Rogers was America's Cowboy Philosopher reaching millions of followers, rich and poor, the powerful, the common man and people of all walks of life.

He wrote books, travelled the world, and gave liberally to those in need. At unprecedented times, Will's ability to connect with others allowed him to deliver much-needed perspective, wit and humor.

Will Rogers helped bring people together.

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# Will's Values...



Hotelier Spencer Penrose was building a monument in Colorado Springs when Will died. He decided to name it - The Will Rogers Shrine of the Sun. Why?

*“Will recognized the obligation of good citizenship and lived accordingly.” - Spencer Penrose*

# Will Rogers Values

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"More than ever, our country needs the common sense and ability to laugh at itself that Will Rogers provided. His humility and humor would be so welcome in today's world."

— Stratton Taylor

*The longest-serving President  
Pro Tempore of the Oklahoma  
Senate - 1995-2003*





# Will Rogers Values

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“Will Rogers epitomized America: humble, decent, a man of goodness and good will. Creative, spirited, a trendsetter and a man of enduring talent. He was the best of society and held our hands in the worst and most desperate of times.”

– Frank Keating - *Governor of Oklahoma 1995-2003*



# Will Rogers Values

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“Will’s idea basically was a simple one: Cooperation, not division and he was the perfect representation for this idea.”

– Barry Corbin

*Hollywood Actor; two  
consecutive Primetime Emmy  
Award Winner*



# Global Programming

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The WRMM  
team has  
packaged  
Will's values  
into a  
worldwide  
program

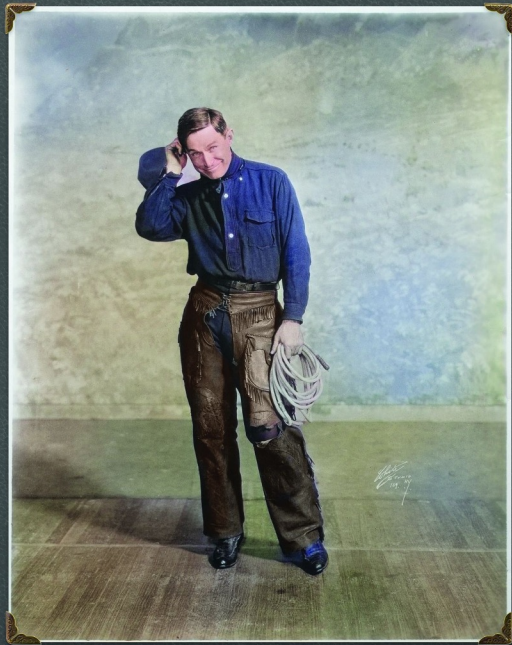


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# Will's Character Traits Taught



## INTEGRITY

"Rumor travels faster but  
don't stay put as long as truth."  
*Will Rogers*



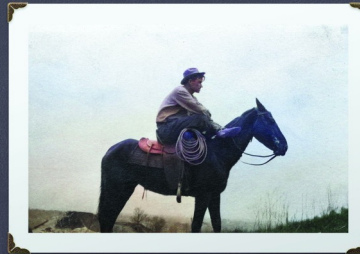
## HUMILITY

"I never met a man I didn't like."  
*Will Rogers*



## ENTHUSIASM

"Live your life so that whenever  
you lose, you are ahead."  
*Will Rogers*



## EMPATHY

"You must not condemn a people until you have  
been among them and can see and know their angle."  
*Will Rogers*



## EXPLORE

"You would be surprised what there is to see in this great country  
within 200 miles of where any of us live."  
*Will Rogers*

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# Will's Character Traits Taught



## WORK

"Plans get you into things,  
but you got to work your way out."  
*Will Rogers*



## LAUGH

"When in doubt, tell a funny story till you see  
what the other fellow is going to do."  
*Will Rogers*



## RELAX

"Half our life is spent trying to find something to do with the  
time we have rushed through life trying to save."  
*Will Rogers*



## LEARN

"A man only learns by two things, one is reading,  
and the other is association with smarter people."  
*Will Rogers*



## GIVE

"It's great to be great, but it's greater to be human."  
*Will Rogers*

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So we've created a Campaign

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# Capital Campaign Goal

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\$18,000,000

\$7,000,000 lead from the State of Oklahoma

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# Timeline

- Spring 2022 – State Investment Secured
- Summer 2022 – Consultants Engaged
- November 2022 – Campaign Launch
- Spring 2023 – State Funds Available
- Summer 2023 - Architectural and Exhibit Plans Refined
- Nov 2024 – Event Center Construction Begins
- Nov 2025 - Entrance and Exhibit Renovations Begin
- March 2026 – Completion of Facility Upgrades and Launch of the World Citizen Experience



# Urgency – By 2026



- 100th Anniversary of Route 66, aka the Will Rogers Highway and the 250<sup>th</sup> Birthday of America
- Millions in free brand awareness during the celebration
- Hundreds of thousands of people traveling the Route



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# Long-Term Investment

- Memorial Museum has been around for over 80 years
- The Will Rogers Family is still very involved
- Will's legacy will last generations



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# The Future – World Class Exhibits...



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# The Future - Education...



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# The Future - Inspiration...



## EMPATHY

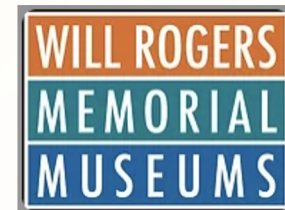
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*Will Rogers*

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# Help celebrate this great American and inspire generations to good citizenship



## Legacy Recognition Levels (25 years)

- **Event Center Naming Rights (Perpetual)**  
\$3,000,000
- **Heritage Gallery - Western Art - Appreciate**  
\$1,000,000
- **West Gallery - Will and Stage - Laugh**  
\$1,000,000
- **Aviation Gallery - Will and Flight - Enthusiasm**  
\$500,000
- **Movie Gallery - Will on the Big Screen - Work**  
\$500,000
- **South Gallery - Will's Life - Integrity**  
\$500,000
- **Lower-Level Gallery - Will in Words - Empathy**  
\$500,000
- **Entrance Gallery - Will's Hobbies - Relax**  
\$500,000
- **Travel Gallery - Will around the World - Explore**  
\$500,000
- **Charity Gallery - Will the Humanitarian - Give**  
\$500,000
- **Will's Study - Will's Friends and Family - Learn**  
\$500,000
- **Legacy Hall; Vista Room; Sunken Garden; Radio Room**  
\$250,000 each
- **Welcome Area; Green Room; Board Room; Members/Ropers Room; Children's Area; Picnic Area; Research Library; Collections; Maintenance Building; World Citizen Road Show**  
\$100,000 each

Donors reaching the above levels will be permanently and professionally recognized in our beautifully-remodeled facility and receive a Founders Edition Bronze Will Rogers "Unifying the World" Statue

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Thank you!



ONE SHOT!!

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