

A black and white close-up portrait of Will Rogers. He is wearing a dark, fedora-style hat with a light-colored band. He has a slight, warm smile and is looking off-camera to the right. The background is a soft, out-of-focus gradient of light and dark tones.

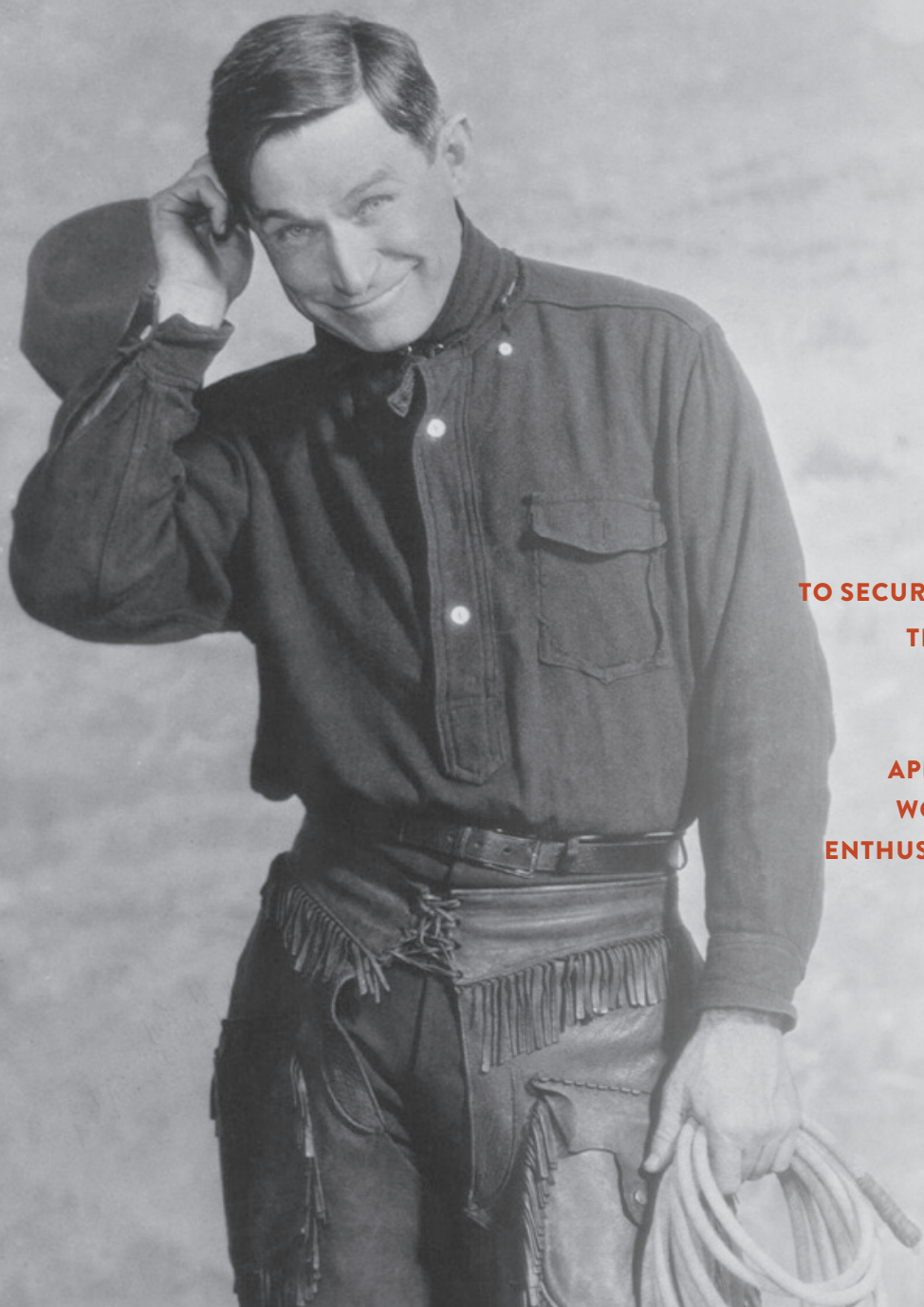
THE CASE FOR SUPPORT

TOGETHER WE

Will

CAMPAIGN FOR THE

WILL ROGERS MEMORIAL MUSEUM
& WORLD CITIZEN EXPERIENCE



OUR MISSION

**TO SECURE, EXPAND, AND CELEBRATE
THE LEGACY OF WILL ROGERS**

OUR VALUES

**APPRECIATION, EXPLORATION,
WORK, LAUGHTER, INTEGRITY,
ENTHUSIASM, EMPATHY, LEARNING,
RELAXING, AND GIVING**

Will Rogers

MEMORIAL FOUNDATION

Will Rogers Heritage, Inc.
a 501(c)(3) Corporation

The Will Rogers Memorial Museum recognizes the most celebrated American figure of the 20th Century and is poised to influence millions on Good Citizenship.

Envisioned by worldwide leaders from US Congressmen to Hollywood's most famous actors, the Will Rogers Memorial was designed, dedicated and opened to the public in 1938 in Claremore, OK near the historic 'Mother Road' Route 66.

Today, through the inspirational vision and bold action of the State of Oklahoma, the Oklahoma Historical Society, philanthropists and foundation supporters; the Will Rogers Memorial Museum delights thousands of students, historians, tourists and families from Alabama to Zurich.

The Challenge?

America, and the world, is at a crossroads. People are at each other's throats and respect of opposing opinions is lower than it's been in decades. We desperately need a Role Model Citizen that we can all admire. Will Rogers has the character traits and the historic reputation of bringing people together and his example can help train and encourage generations of people about how to be a Good Citizen.



The timing for this historic effort is now. The Museum has not enjoyed comprehensive facility upgrade in over 40 years. The facility is not ADA compliant, it does not meet industry standards for collection preservation and the exhibits don't express the impact Will had on the world.

Enter a bold and impactful campaign we've named TOGETHER WE WILL. Anchored by a significant gift from the great state of Oklahoma, visionaries have re-imagined the Museum's 10-acre campus with two difference-making outcomes in mind:



1 The main facility will enjoy a 190% increase in added/remodeled square footage and be A.D.A compliant. Spanning 26,731 sq. ft. – and including a refurbished lower level – the Museum will be professionally overhauled with 18 new and refreshed exhibits, 40 new and exciting hands-on interactive exhibits to ‘wow’ young and old alike, state of the art modernizations to protect and showcase priceless artifacts and a highly-accessible Research Library. Additionally, these plans call for a beautiful 400 capacity Special Event Center.

2 Centered on the ten values which made Will Rogers the most famous Cowboy Philosopher in world history, museum experts and professional consultants have developed a very positive and influential program to reach, educate and inspire people of all ages from around the world. Named 'Will Rogers – the World Citizen Experience', this re-branding will benefit educators, students and future generations worldwide. Its themed tagline: Character Traits of the World's Most Popular Person. While program outputs will be internationally available, Oklahoma will lead the way for US states with plans to annually engage 250,000+ students/youth, both onsite and offsite.

This comprehensive campaign – addressing the Museum's overdue needs in capital improvements and enhanced exhibitions – also advances Citizenship Training through curriculum, digital outreach for teachers, students and parents.

Undeniably, today's world could use a values-based hero and a principled champion who understood how, when and why to use characteristics like appreciation, exploration, work, laughter, integrity, enthusiasm, empathy, learning, relaxing, and giving to make the globe a better place. Reaching millions and impacting citizens in every corner on earth, this program will communicate these same standards which made Will Rogers the most beloved individual of the 20th century.



The TOGETHER WE WILL campaign is unlike any other and as the Museum is already a 'must see' stop along the historic Route 66, the Will Rogers Memorial Foundation aims to complete campaign funding and celebrate and launch its world-reaching program and a refreshed 10-acre campus in conjunction with the 'Mother Road's' 100th anniversary in 2026.

Please join us and make a pledge to this important, timely and difference-making campaign.

The Will Rogers Memorial Museum is a nonprofit organization accepting charitable gifts/pledges and is professionally equipped to visually, authentically and impactfully, tell the story of the world's most famous Cowboy Philosopher.

Promoting Good Citizenship through the life and legacy of America's most celebrated personality



Divided, frustrated and exhausted, we have seemingly lost the ability to have civil discourse. Enter a campaign which elevates America's most popular and beloved citizen – Will Rogers. The role model the world needs.

With his authentic humor, Will Rogers cut through polarized parties and warmed the hearts of Americans during World War I and the Great Depression. Will's insights reached untold numbers of folk and quickly made him loved and appreciated by people from all over the world.

Will Rogers was the original blogger, writing more than two million words (equal to 20 novels) in his weekly syndicated columns in more than 600 newspapers, by today's standards he would certainly have gone viral.

Taught on his father's ranch to rope and ride, Will rode long, dusty cattle drives from Texas to Kansas railheads. The skills he developed and his physical prowess with a rope

led to his success as a vaudeville performer, while his down-home humor, kindness, and appreciation for his fellow man made him a favorite of one and all.

This far-reaching program and inspirational platform, named ‘Will Rogers – the World Citizen Experience’ is professionally curated by celebrated educators, curators, exhibit specialists and programmers.

They have designed a ‘themed journey’ so that students, vacationers and world explorers can enjoy Will’s story and immerse themselves in the character traits that made him beloved the world over. Incorporated into the themed platform are Purpose Statement-related questions. Examples:

WILL

- What character traits made Will Rogers a World Citizen?
- What mediums did Will Rogers use to connect to 40 million World Citizens?
- What values did Will Rogers have?
- How did Will Rogers use humor as an effective way to connect to World Citizens?
- What favorite things have you learned about Will Rogers?
- Will had a strong sense of family. What are some examples?

SELF

- How can we do our part to be a better citizen?
- Which character trait can improve an aspect of your life?
- What vehicles can we use to positively influence others in our role as World Citizens?
- What positive character traits do you already have that demonstrate your integrity?
- If you were to be more like Will Rogers, in what areas would you improve: Appreciation, Exploring, Work, Laughter, Integrity, Enthusiasm, Empathy, Learning, Relaxing and Giving

A master plan, fresh exhibits, and a renovated home celebrate Oklahoma's Favorite Son: the most celebrated person of the 20th Century Will Rogers helped bring the entire World together with his wit and wisdom. Carrying his legacy forward, the Will Rogers Memorial Foundation undertakes its most ambitious project to date under the aptly named TOGETHER WE WILL campaign.

Located along historic Route 66 and based in Claremore, OK, the Memorial Museum's ten-acre tract will be transformed receiving much needed improvements since its dedication in 1938. While several projects, additions have helped the Museum reach and inspire an international audience, the TOGETHER WE WILL campaign has an eight-figure goal with many philanthropists leaning in to fulfill a once-in-a-lifetime opportunity.

On the tract of land Will and Betty bought in 1911 as a future place to retire, the remodeled and updated Memorial honors the world's most famous citizen with a new event center, a new entry way, a dedicated lobby, new exhibitions, improved galleries, new gift shop, impressive legacy hall, multiple theaters, expanded parking areas and ADA access for all visitors.

With a far-reaching and significant capital goal in mind, the Board of the Will Rogers Memorial Foundation has been working with staff and program specialists to bring Will's exceptional values, positive character traits and approach to life through a re-invented Memorial Museum and masterfully themed educational platform.

Will Rogers Memorial Foundation Board of Directors, as well as the Memorial Museum’s educators, curators, programmers, staff members, and volunteers, have dreamed of promoting Will’s strong moral character traits which spread cheer, shared Indian-Cowboy insights and helped restore faith, humanity and good citizenship during some of America’s most troubled times. The corresponding campaign – aptly named TOGETHER WE WILL – ensures this dream comes true.

1. Creation of the World Citizen Experience – Inspiring generations to good citizenship through Will Rogers’ example.
2. National outreach and educational programming for Citizenship Training through curriculum, digital and virtual outreach for teachers, students and parents.
3. Worldwide visitor outreach
4. Total A.D.A. compliance throughout the Museum
5. State of the art collection facility to protect the priceless artifacts
6. Modern and accessible Research Library for students and researchers
7. 190% increase in added/ refurbished square footage to the facility
8. Total 18 gallery spaces to be designed, improved and/or refurbished
9. Total 40 new and exciting hand-on interactive exhibits to ‘wow’ patrons, visitors
10. Total 26,731 sq. ft. of remodeled Memorial Museum (including refurbished lower level)
11. Total capacity of 400 guests in new event center, 13,500 sq ft total, Event Center, Collections and Offices
12. Total # of youth anticipated to be reached in WR World Citizen Experience 250,000+, onsite and offsite students reached around Oklahoma and the country each year.
13. Total # of increase Members, Patrons by way of funded campaign, completed projects. 100,000+ on-site guests each year.
14. Special Events, initiatives aligned with Rt 66 anniversary and newly renovated WRMM Grand opening for 100th Anniversary of Route 66 aka the Will Rogers Highway. Millions in free advertising for completion in 2026. World class traveling exhibit space to host international exhibits.
15. Spirit of Will Rogers Award for people of the highest character



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

Barry Corbin

“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

ENTHUSIASM
APPRECIATION
WORK
LAUGHTER
INTEGRITY
GIVING
RELAXING
LEARNING
EMPATHY