



CAMPAIGN VISION ONE-SHEET

Help Build the Wildlife Museum That Puts **Carroll** on the Map.

Bob VanHorn's elephant, big cats, and world-class mounts can become a destination wildlife museum at Swan Lake - a place for families, school groups, outdoor enthusiasts, and visitors from across the region.

\$10M

CAMPAIGN GOAL

\$2M+

COLLECTION GIFT
ANCHOR

**Elephant
Hall**

SIGNATURE EXHIBIT

20%

ALREADY ANCHORED

Why This Matters

Bob is donating his collection to the people of Iowa. The community's opportunity is to build the museum worthy of that gift: immersive habitat halls, conservation education, visitor experiences, and permanent recognition for founding donors.

Now Forming

Founding Patron, Safari Society, naming opportunity, community builder, and planned gift commitments. Multi-year pledges and non-cash gifts can make major participation possible.



Big Game Museum at Swan Lake

SIGNATURE EXHIBIT OPPORTUNITY

Prototype - final naming terms subject to campaign approval.

ELEPHANT HALL / GRAND SAFARI HALL

Name the Moment Every Visitor Remembers.

FLAGSHIP NAMING OPPORTUNITY

\$1,000,000+

The primary entrance hall and emotional centerpiece of the museum, anchored by Bob VanHorn's elephant and founder recognition.

The Case for This Gift

Every successful museum has a first image visitors remember. At Swan Lake, that moment can be Elephant Hall: scale, story, awe, and donor legacy in one room.

— Recognition Package

Hall Naming

Permanent naming above the gallery threshold and on visitor maps.

Founder Story Panel

Donor story connected to Bob VanHorn's gift and museum legacy.

Opening Recognition

Private preview event, dedication moment, and campaign acknowledgment.

Campaign Visibility

Name carried on major campaign materials where appropriate.

Ways to Structure the Commitment

- 1 One-time founding gift.
- 2 Three-year pledge of approximately \$333,333 per year.
- 3 Five-year pledge of approximately \$200,000 per year.
- 4 Stock, donor-advised fund grant, IRA QCD, or blended gift.

CONVERSATION STARTER

"Would your family consider becoming the founding name behind the room every visitor sees first?"



BUILD A VISIBLE LEGACY

Each founding gift can be tied to a permanent part of the museum.

Naming opportunities turn an abstract campaign into something concrete: a hall, wing, exhibit case, classroom, archive, trail marker, or recognition wall that visitors see for generations.

OPPORTUNITY	SUGGESTED GIFT	RECOGNITION CONCEPT
Elephant Hall / Grand Safari Hall	\$1,000,000+	Flagship entrance hall, elephant centerpiece, permanent name on the gallery threshold, maps, and opening materials.
Exhibit Wing Naming	\$500,000	Africa Wing, North America Wing, or Asia & Middle East Wing. Permanent name at wing entrance and on exhibit maps.
Conservation Theater	\$250,000	Education theater for school groups, conservation programs, donor events, and campaign presentations.
Research Archive Library	\$250,000	Home for Bob VanHorn field notes, photos, maps, video, and collection records.
Founders' Lobby / Pavilion	\$100,000	Highly visible interior lobby or outdoor Swan Lake gathering space tied to public arrival.
Named Exhibit Case	\$50,000	Donor-linked species case with custom exhibit story and permanent case recognition.
Outdoor Trail Marker	\$35,000	Interpretive station connecting the museum experience to Swan Lake walking trails and habitat education.
Safari Society Founder Wall	\$25,000	Permanent donor recognition wall for founding Safari Society members.
Named Brick Program	\$5,000-\$10,000	Engraved community donor bricks in the entrance plaza or donor path.

— Payment Examples Make Large Gifts Possible

\$100,000 GIFT \$33,333/yr	\$250,000 GIFT \$83,333/yr	\$500,000 GIFT \$166,667/yr	\$1,000,000 GIFT \$333,333/yr
---	---	--	--

Examples show 3-year pledge schedules. Actual schedule can be customized to donor preference and campaign policy.



CAMPAIGN PLEDGE FORM

Founding Gift Commitment

Thank you for helping build a permanent home for Bob VanHorn's collection at Swan Lake. This form records your intended gift and recognition preferences.

DONOR / HOUSEHOLD / BUSINESS NAME

CONTACT PERSON

MAILING ADDRESS

EMAIL

PHONE

— Gift Commitment

TOTAL PLEDGE AMOUNT

NAMING OPPORTUNITY / FUND

- ☐ One-time gift
- ☐ 3-year pledge
- ☐ Custom schedule: _____

- ☐ 2-year pledge
- ☐ 5-year pledge
- ☐ Please contact me to discuss schedule

— Gift Type

- ☐ Check
- ☐ Gift of appreciated stock
- ☐ IRA qualified charitable distribution
- ☐ Employer match may apply

- ☐ Online / credit card
- ☐ Donor-advised fund grant
- ☐ Planned gift / estate bequest
- ☐ Other: _____

— Recognition Preferences

PLEASE LIST MY / OUR RECOGNITION NAME AS

- ☐ I / we prefer to remain anonymous
- ☐ This gift is in honor of: _____
- ☐ This gift is in memory of: _____
- ☐ Please contact me about naming language

DONOR SIGNATURE

DATE

**QR
CODE**

Give online: swanlakemuseum.org/give
Checks payable to: Big Game Museum at Swan Lake Foundation
Mail to: [Campaign Mailing Address]
Questions: [Campaign Contact] - [Phone] - [Email]