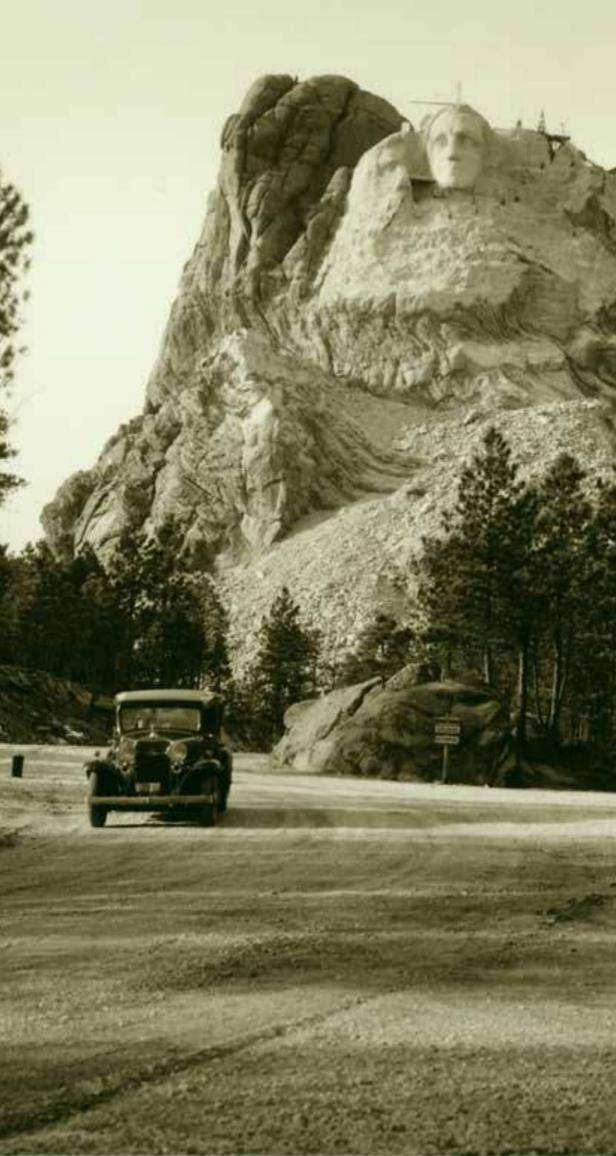


SUPPORT MOUNT RUSHMORE NATIONAL MEMORIAL'S
**MONUMENTAL MOVIE
CAMPAIGN**





WHO WE ARE

Dedicated to preservation, promotion and enhancement of Mount Rushmore, the Mount Rushmore Society represents a “can do” group of supporters like you who do not shrink

from a challenge. Established in 1930 to raise funds for the carving, the Society is one of the oldest National Park Service philanthropic partners in the country and annually donates more than \$500,000 back to the park for projects, seasonal rangers and interpretive programs.

WHY WE EXIST

As the official fundraising partner for the National Park Service at Mount Rushmore National Memorial, the Society is the mechanism by which you, with your contribution, can make a meaningful and significant impact Mount Rushmore.

PROVEN SUCCESS

The Society operates with a volunteer board and a small but dedicated staff. We have built a proven track record of completing needed projects and programs at Mount Rushmore and communicating our mission by fundraising, holding events, effective communications, transparent and ethical management and stewardship of our facilities.

HISTORY

Through our donors and supporters in the 1990s, the Society successfully raised \$24 million in donations for park improvements and financed, built and operated a \$17 million parking facility. These efforts spurred an overall Mount Rushmore National Memorial preservation effort of \$54 million. The organization also funded the films that are currently shown at Mount Rushmore.

RECENT ACCOMPLISHMENTS

The Society recently completed two “mini-campaigns” for the national park; a \$400,000 Youth Exploration Program shelter in 2015 and a \$200,000 effort to complete rehabilitation of the park’s backcountry Blackberry Trail for equestrian and hiking in September, 2017.

THE MONUMENTAL MOVIE CAMPAIGN

VISION

When was the last time you attended Mount Rushmore’s Evening Lighting Ceremony and watched the film? Have you watched the film in the Lincoln Borglum Museum? Like the faces on the mountain, these movies have not changed in decades, but unlike the faces on the mountain, they should. They must. And, we need your help.

THE NEED

Presently, two films are being shown at Mount Rushmore. Both of the films and the technology used to project them are very out of date.

Mount Rushmore: The Shrine (Shrine) is shown four times per hour every day, year round in the Lincoln Borglum Museum theatres. More than 700,000 visitors see this movie every year. It was produced for the Mount Rushmore Society over 30 years ago and reflects the now dated cinematography and interpretation of the time.

Freedom: America’s Lasting Legacy (Freedom) is shown nightly during the Evening Lighting Ceremony from May to September in the Amphitheater which seats 2,500 people. More than 172,000 visitors view this film every year. It was produced by Discovery Channel for the Mount Rushmore Society in 2001 right before 9/11. Although well done, the movie does not interpret Mount Rushmore for a post-9/11 era, as the World Trade Towers are shown in the first minute of the film.

OUR NUMBER ONE PRIORITY

While the core message of the Mount Rushmore story never changes, times have. Indeed, the world changed after 9/11. It is a new era and the park urgently needs two new films and equipment to inspire today’s audience, modernized both visually and conceptually—interpreting

Mount Rushmore for this decade and beyond. These new films would also have the ability to be shared with classrooms and with those who are not able to visit the park.

THE OPPORTUNITY

Only one of the current films is available for sale on DVD and only one is closed-captioned. Neither is available for online download nor available in different languages. We plan to remedy that situation.

New films will be created with a broader audience in mind. They will be utilized far more extensively than our present methods and in ways not even conceivable in the pre-social media days of 20 years ago. Facebook, YouTube and other delivery methods and applications are now available to us, with new media delivery technology and devices being created almost weekly.

With this fundraising effort, visitors on-site could be afforded the opportunity to visually experience the rich and inspiring story behind the carving and its place in America’s history and contemporary culture. In addition, the new mobile technologies of today in 2018 will allow us to take the story of Mount Rushmore and America to all corners of the world via streaming video, helping us share the story by “taking the park to the people.” This new opportunity will enhance and maximize our initial investment many times over.

We also should not overlook that new films would give state and local tourism associations another promotional tool to celebrate our world-renowned Memorial.

Those who love art, history and this man-made wonder will be excited to partner with the Mount Rushmore Society to keep the story of Mount Rushmore fresh and inspiring. Millions have been served with films over the

past 70 years. Millions upon millions more will be served with the new technical delivery methods now at our disposal.

YOU ARE THE KEY TO OUR SUCCESS

To complete a project so important in telling the story of Mount Rushmore, this effort will include film production, post production and updating of all equipment in the Lincoln Borglum Museum and Amphitheater to show the movies in ultra-high definition digital quality.

Nuts and bolts aside, the opportunity to impact and enhance the visitor experience with this project will provide young and old, American and International visitors alike...with an exceptionally high quality educational experience. Whether on-site or on-line, it will enable the Society to fulfill its mission of enhancing the visitor experience while equally advancing the goals of the National Park Service in providing the best possible experience in the entire national park system.

PROJECT SCOPE, ESTIMATE & TIMELINE

Scriptwriting, contracting, production and post-production for this major undertaking will take at least 18-24 months, and perhaps slightly longer depending on weather and other factors involved in the normal course of a project of this magnitude. Our goal is for new films and equipment to be in place by 2019. The National Park Service can begin the process upon firm assurance from the Mount Rushmore Society that we have the funds committed or in hand. The total project implementation, from concept to completion, including new projection equipment, will be approximately \$2 million. Gifts can take the form of a multi-year pledge, and specific in-kind gifts will be included in that total.

HOW YOU CAN BE THE HERO OF THE MOUNT RUSHMORE STORY

Why should you get involved and choose this project for your charitable giving? For one, updating these films and equipment is long overdue. You can help give world-wide understanding of Mount Rushmore by donating toward the Monumental Movie Campaign. Secondly, individuals, foundations and corporations who invest significantly will receive special recognition in the film credits and in other approved recognition areas of the Memorial. We hope you will be as inspired as we are to seize this opportunity to create the story of “the four faces of freedom” for the next ten years.

ACT NOW

Be a hero. Be a partner. Be a supporter. Become a valued donor. Help us interpret a new era of discovery for Mount Rushmore. Donate to the Monumental Movie Campaign. Together, we can do this. Now is the time.

Consider a meaningful and significant gift today. Let’s talk soon, in person or on the phone to discuss how your support and contributions will help make this necessary project a reality in the very near future. Your investment will be priceless.

Contact the Mount Rushmore Society
Diana Saathoff, Executive Director
diana@mtrushmore.org

Mailing Address:
P.O. Box 1524, Rapid City, SD 57709

Physical Address:
711 N. Creek Drive, Rapid City, SD 57703

Office: 605-341-8883

www.mountrushmoresociety.com

