

Museum FY22 September Anniversary eAppeal & eAcquisition Campaign

Email 1

Send date: Wednesday, 9/7

Sender: [Client]

Subject line: Celebrate 18 years with us!

Preheader: Join us in celebrating our 18th anniversary—and countless Indigenous voices.

Dear [Name],

On September 21, 2004, the [Client] opened its doors on [Location].

Our groundbreaking included a week-long First Americans Festival. Visitors from every corner of the globe joined in celebration as more than 20,000 Indigenous community members from 500 tribes came together to exchange music, dancing, food, and art from across the Americas.

This month, as we celebrate our 18th anniversary, we're not only looking back on our historic opening, but also, on all that we've accomplished since.

From a collection that represents over 12,000 years of history and more than 1,200 Indigenous cultures throughout the Americas, to educational programming that amplifies Native perspectives, [Client] is honored: to serve as a leading resource for Native artifacts, and to collaborate with Indigenous community members whose contributions make that work possible.

As a supporter of the museum's mission, your investment in our work has been equally vital—not only to our growth, but to contemporary efforts to counter misinformation about Indigenous people at large—over the last 18 years. Thank you.

Of course, for all we've accomplished, there's far more work to be done when it comes to cultivating a more informed understanding of Indigenous cultures, histories, and perspectives. That's why I'm reaching out to you today.

We've set a **fundraising goal of \$25,000**—but the deadline is on September 30. [**\[Name\], will you continue to support the museum's mission in the year ahead by making an anniversary gift today?**](#)

[**Donate**](#)

Your generosity today will mean that [Client] can continue working with community members, educators, and artists in even the most difficult of times—including during the pandemic closures of the last two years.

Because of people like you, the museum was able to reopen to the public in June 2021. In fact, we've since expanded both our in-person and virtual offerings, including through exhibitions like:

- **[Exhibition]**, an immersive multi-sensory experience that tells the story about Raven, the creator of the world and giver of the stars, moon, and sun.
- **[Exhibition]**, which introduces new generations to one of the 20th century's most innovative Native American painters, who dedicated much of his artistic career to the Yanktonai Dakota culture.
- **[Exhibition]**, the museum's first exhibition to feature Black-Indigenous women artists. The six featured artists—[Artists]—communicate their experiences with race, gender, and intergenerational knowledge through painting, photography, basketry, and digital art.

By making a gift today, you'll help us continue providing programs like **[Program]**. From its comic collections to animated videos, [Program]'s educational programs and workshops dispel harmful cultural myths while providing students with accurate, Indigenous-led perspectives on our nation's history.

Finally, your donation will also support the upcoming dedication of the **[Memorial]**. The tribute, which will be live-streamed, will be held on November 11, 2022, and will serve as the first time Native Americans are nationally recognized for their enduring service in the U.S. military.

These are the resources and programs you support with your investment in our mission. By making an anniversary gift, you'll enable us to continue expanding our work into our 19th year and beyond.

Please, help us celebrate our 18th anniversary by donating today.

Your anniversary gift will do more than help us meet our \$25,000 goal—it will enable us to continue elevating the voices of Indigenous community members, counter historical misinformation through Native-led education, and provide the public with accurate information on Native cultures in the Western Hemisphere.

Thank you for celebrating 18 years with us. I hope I can count of your generosity again today.

With gratitude,

[Client]

P.S. For 18 years, the [Client] has partnered with Indigenous community members and their allies to serve as an accurate, Native-led educational resource. **By making a gift today, you'll enable us to reach our \$25,000 goal—and together, we can continue fostering a collaborative and respectful understanding of Native cultures across the Western Hemisphere. Thank you in advance for your generosity.**

Lightbox: 9/7 – 9/30

Celebrate with us!

September 21st is the museum’s 18th anniversary. Become a member today to help us share Native histories and perspectives—accurately, collaboratively, and restoratively.

[**JOIN NOW**](#)

Or you can make a one-time gift today.

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Social media

Option 1

This month, the [Client] celebrates its 18th anniversary. Help us raise \$25,000 to continue sharing Native perspectives—accurately, collaboratively, and restoratively. Become a member by midnight on September 30th to help us reach our goal.

Option 2

For 18 years, the [Client] has worked to foster an accurate understanding of Indigenous communities across the Americas. To foster this mission, we’ve set a fundraising goal of \$25,000. Become a member today to help us reach it by September 30th.

Option 3

At the [Client], we’re celebrating our 18th anniversary with a goal of \$25,000. Join the museum by midnight on September 30th to help us reach our goal. Together, we can dispel harmful cultural myths while amplifying Native-led perspectives.

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Donation page

Celebrate 18 years with us!

Make an anniversary gift today to help the museum foster a more accurate and collaborative understanding of Indigenous arts, cultures, and histories across the Americas.

[**MAKE A GIFT NOW**](#)