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**Virginia Dr. Martin Luther King, Jr. Memorial Commission Work Group #2:  
Fundraising**

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**Senate Committee Room A, Pocahontas Building  
Richmond, Virginia**

**Tuesday, July 10, 2018  
11:00 A.M.**

**SUMMARY**

The Fundraising Work Group (the Work Group) of the Dr. Martin Luther King, Jr. Memorial Commission (the Commission) met to formulate initial plans to raise funds for the Emancipation Proclamation and Freedom Monument (the Monument). The Commission has already begun to receive donations through its fiscal agent, the Virginia Capitol Foundation, with a tentative goal of raising \$500,000 to cover Monument expenses outside of the funds allotted to the Commission by the Commonwealth of Virginia.

Members discussed organizations to add to a list of potential donors and assigned specific members to research and reach out to organizations to solicit funds. Additional member assignments included compiling a list of clergy, churches, and black professional organizations, connecting with museums across the state, reaching out to black-owned media, assembling a donor and press package, and planning regional fundraising events outside of the Richmond area.

To facilitate the donation process and encourage grassroots funding, members recommended creating a tri-fold brochure with a tear-off for mailing donations. Currently donations are accepted via online contributions on the Virginia Capitol Foundation's website, linked to from the Commission's site, and through checks mailed to the Virginia Capitol Foundation.

Members reviewed and approved a solicitation letter, with minor changes suggested.

The Valentine in Richmond has included maquettes of the Monument in its exhibit "Monumental: Richmond's Monuments" and has offered space in the museum for the Commission to host a fundraising event. Members tentatively planned for a fundraising event to take place at the Valentine in September.

There being no further business, the meeting was adjourned.