The Early Ford V-8 Foundation & Museum

Strategic Plan
2007

“Restoring, revisiting and reviving America's love affair with the open road and the fabulous Fords of yesteryear”
A Strategic Plan for the Ford V-8 Foundation & Museum
2007

I. EXECUTIVE SUMMARY

There was a time when "going for a drive" was an adventure, something to be savored and anticipated. Those were the days when our automobiles seemed to have their own unique personalities that reflected America's collective hopes and dreams.

There was a time, before the interstate system gave virtual wings to our cars, when travel was an adventure, when a cross-country jaunt offered a kaleidoscope of engaging small towns, quaint tourist attractions, and quirky personalities.

There was a time…

For those who lived it, the memory remains vivid, even comforting. For those too young to recall, it is an era and an attitude captured in movies, still images…and in the preservation of those grand old cars from America's automotive "golden age," the 1930s, '40s and '50s.

The Early Ford V-8 Museum is much more than a traditional museum…it is a living, breathing chronicle of a time, a product and a people that were inescapably linked to one another. The Ford motor cars of 1932-53 reflected global events, leaps in technology, and the conviction and optimism of the American people. Likewise, the Early Ford V-8 Museum will educate and entertain young and old alike with "snapshots" from yesterday. Our displays will intrigue and inspire automotive enthusiasts; our exhibit walls will tie together the colorful history of the Ford Motor Company and the American automotive industry with national and global events, trends and attitudes from the mid-Twentieth Century.

Our facility will recall the poetically off-beat Burma Shave signs of the 1940s and '50s, the halcyon days of the drive-in theater, the beach generation's love affair with the "woody" station wagon, the evolution of the "Deuce" from a stylish, high performance car to the darling of the hot rod set…and many other cultural icons of the day.

This exciting new Museum will spotlight the creative forces inside the Ford Motor Company who designed and defined a generation of automobiles. We will trace the technology that made these cars bigger, better and faster. And we will look at the external forces that impacted the growth and direction of the Ford Motor Company - from the evolution of automotive labor unions to the advent
of World War II. In short, the Early Ford V-8 Museum and Foundation exists to celebrate the Ford automobiles produced between 1932-1953 and to preserve, perpetuate and promote the history, traditions and character of the Ford Motor Company during that era, as well as Ford's impact on and interaction with, American popular culture. The Early Ford V-8 Foundation and Museum will take you on a “road trip” certain to motivate and inspire you. Hang on...and enjoy the ride!

II. VISION
Restoring, revisiting and reviving America's love affair with the open road and the fabulous Fords of yesteryear.

III. MISSION STATEMENT
The Early Ford V-8 Foundation and Museum exists to collect, preserve, exhibit and interpret the history and heritage of the products manufactured by the Ford Motor Company between 1932 and 1953. We seek to capture and display the character, culture and charisma of America's love affair with open roads and the fabulous Fords that helped conquer them.

To achieve our goals, as a 501(c)(3) non-profit corporation, we will:

- Develop and maintain an evolving museum whose architecture is historically accurate, reflecting the look and feel of that bygone era;
- Promote the preservation and restoration of Ford Motor Company products from the era spanning 1932-53;
- Educate and entertain the general public on the design, development, and unique heritage of the 1932-53 Fords and their impact on the social, cultural, and technological evolution of America;
- Educate and entertain the general public on the dynamic people and events that influenced, or were influenced by, the 1932-53 Ford automotive era;
- Capitalize on the public's affection for nostalgia by preserving and promoting the components of the 1932-53 era that are so fondly remembered by Americans. Spotlight components of American culture that were influenced by America's passion for its cars—i.e. drive-in theaters, drive-in restaurants, Burma-Shave signs, drag racing, cruising, "lover's lane" parking, the Lincoln Highway and other famed American by-ways, etc.;
- Provide a public-use repository (free to members and “friends” and with a small fee for the general public) for printed technical materials, historical documents, and information, images, slides or video tape as they relate to the history and heritage of the Ford Motor Company, its personalities and products between 1932-53;
- Develop a working garage suitable for educational programs as well as the restoration of vintage Ford products;
- Develop a comprehensive educational program tied to the Ford Motor Company, America's Depression era, World War II, and the post war boom eras, and advances in automotive technology and transportation brought about by the Ford Motor Company during those eras;
Design and implement a variety of static and interactive displays that will both entertain and educate as they tell the story of the Ford Motor Company, its impact and its visionaries during the 1930s, 40s and 50s;

Provide the public with a variety of interesting and educational products and mementos through an on-site gift shop, tentatively named "The Early Ford V-8 Factory."

IV STRATEGIC VALUES
The Early Ford V-8 Foundation believes that the Ford Motor Company and its products had a defining impact on American culture and technology. That impact, and the lifestyle it fueled, must be shared with and preserved for future generations. Accordingly, a primary focus of the museum will be to preserve and interpret the machinery and the way of life generated by the Ford Motor Company and the advent of the automotive industry in the United States. In order to most effectively convey these lessons, the Early Ford V-8 Foundation and Museum, its staff, and its Trustees will stress:

1) The highest moral and ethical standards of conduct and an on-going commitment to excellence and innovation for those associated with the museum, as well as an emphasis on positive character and leadership traits as exemplified by those individuals who defined and managed the Ford Motor Company during the 1932-53 eras.

2) The socio-economic impact of the Ford Motor Company's revolutionary approach to mass production via the use of the assembly line and the development of an affordable V-8 engine.

3) The importance of preserving not only the machines of the 1932-53 era, but the social history derived from the era's emerging automotive technologies and practices (i.e. focus on the manner in which Henry Ford's assembly line changed American culture by spurring the ability of the USA to evolve from an agricultural economy into a manufacturing economy. The manner in which this evolution created greater employment opportunities for immigrants, greater freedom for women, and freed many from their traditional roles on the family farm.)

4) Advanced training and education for Museum staff emphasizing knowledge of the Ford V-8 vehicles and engines, their uses and impact on the Ford Company and American Automotive history. Ensuring facility-wide understanding of the museum's collections and mission/vision will maximize the quality of all museum programs as well as the cultural and educational benefits given to visitors.

5) Multi-sensory, multi-media presentations and interactives in museum galleries to encourage learning through experience rather than simple observation. Street scenes featured within the galleries will incorporate displays of restored automobiles parked at vintage parking meters. The intent is to create an immersive experience for all who visit.

6) A compelling, active narrative and large, vivid images on Museum display walls, focusing on a "story-telling" approach to Ford history, rather than on traditional museum prose. These narratives will energize the visitor with fascinating anecdotes and historic curiosities that will encourage them to want to learn more.

7) Develop exhibit walls that offer changeable display windows so that contents can be regularly updated and modified.
Museum-wide emphasis should be on surprising and engaging the visitors, no matter how many times they visit the facility.

8) Modern relevance of lessons learned from the development of Ford vehicles between 1932-53. Such lessons will cover a broad spectrum of topics ranging from leadership lessons as exhibited by Ford company executives to technological advancements in automotive and engine design to the cultural and social impact of the "shrinking of America" via the invention of the automobile and refinement of automotive components (such as engines, tires, design etc.)

9) Develop educational programming that offers young and old alike a unique perspective on American history. By spotlighting the positive character traits of those featured in the galleries, we will illustrate how those traits allowed the individuals to achieve and/or build great things. Students will be encouraged to recognize and nurture their own positive character traits while simultaneously learning to minimize or rechannel negative ones. Other components of an Early Ford V-8 Museum core curriculum approach will include American history modules, science and technology modules, and language arts modules. All of this core programming will emphasize teacher-directed discussion groups, practical application of lessons, interactive learning experiences, team-building, leadership development and critical thinking skills, all based on the pioneers who started a revolution in transportation.

V. ORGANIZATIONAL DESCRIPTION/BACKGROUND

In 1991 members of the Early Ford V-8 Club of America responded to the need to establish the Early Ford V-8 Foundation as a separate entity, emphasizing "education, preservation and research." This new Foundation was tasked with "preserving 1932-53 Early Ford V-8 history," with the goal of establishing a single facility that would house the Early Ford V-8 Foundation's growing collection of early Ford memorabilia, as well as offering an education program, a document and image repository, and a variety of entertaining and informational displays and exhibits emphasizing the Ford Motor Company's role in shaping American culture during the 1930s, 40s and 50s. While the Early Ford V-8 Club and the Early Ford V-8 Foundation are both dedicated to 1932-53 Ford motor vehicles, they are very separate entities. The two organizations:

-- have no legal ties to each other;
-- have no financial ties to each other;
-- have no common membership structure (i.e. joining one organization does not secure membership in the other);
-- are governed by completely separate by-laws;
-- are managed by two separate boards;
-- are structurally different on terms of IRS designation. The Early Ford V-8 Foundation and Museum is a 501(c)(3) non-profit educational corporation, which means that donations to the organization are tax deductible, within the parameters of current tax laws.

In mid 2006, the Early Ford V-8 Foundation took a giant leap forward as it completed the purchase of 2 1/2 acres of land in Auburn, IN, on which to build the Early Ford V-8 Museum. The location is ideal; a "destination location" that focuses on auto-
motive and transportation history in 14 nearby Museum facilities. Local events and facilities include the wildly popular Kruse Auto Auction, the World War II Victory Museum, the Auburn Cord Duesenberg Museum, the Hoosier Air Museum, the Kruse Automotive and Carriage Museum, the American Heritage Museum and Village and other similar facilities designed to attract, inspire and entertain the general public. The DeKalb County Visitors Bureau is very pro-active in attracting tourist traffic to its region of Indiana. Thus, the Early Ford V-8 Foundation and Museum’s proximity to other museums and attractions offers a ready-made audience and the opportunity for a variety of co-promotional and marketing opportunities. In fact, the facility is already working with the World War II Victory Museum in joint programming and mutual marketing approaches.

The Early Ford V-8 Foundation currently has agreements with several national automotive museums who are displaying and/or storing items from the Early Ford V-8 Foundation’s growing Ford memorabilia collection. These items will be returned to the Foundation once ample space is available in the new museum for their storage and/or display. With the ground secured for the museum, the Early Ford V-8 Foundation is now developing its programming concepts, its marketing thrust, and is initiating a targeted capital campaign to raise the remaining funds necessary to complete Phase I and move swiftly into Phase II and completion of the entire 45,000 sq. ft. complex.

VI. Scope, Perspective, & Methods of Museum Presentation
Scope of Presentation
The Early Ford V-8 Museum will divide its scope of presentation into at least two general categories. The first category includes primary eras of presentation for which each era would receive its own gallery within the museum. The second category includes topics generally referred to as "era-specific topics", which are key events, individuals or innovations that are associated with the era in question. (Example: the Ford Motor Company's production of B-24s would be an era specific topic within the World War II Gallery.) These topics, however, will not always fully correspond to the primary galleries, or they may warrant display and presentation independent of the main galleries. Below is one approach to a gallery structure and sample topics that could be featured within each gallery:

GALLERY ONE - The Great Depression, 1932-39
Birth of an Engine
Beginning with the advent of the V-8 engine, this gallery will introduce visitors to a variety of "men and machines" that made the V-8 engine possible. Exhibits may include a cut-away V-8 with an explanation of how the engine works, as well as a timeline of the most significant technical changes that the V-8 experienced over its lifetime.

Little Deuce Coupe
This era also ushered in the "Deuce" which became a popular hot rod in later years. One exhibit will document the hot rod timeline and tie it to the culture spawned by the hot rods.
The Tin Goose
During the Depression era the Ford Tri-motor aircraft ceased production. One exhibit will present the Tin Goose's role in aviation history; featuring a display that spotlights its long-time use as a means of transportation to and from Great Lakes Islands.

Henry & Clyde
For better or worse, the Flathead V-8 cars become popular choices of the era's bank robbers. Notorious gangsters such as Clyde Barrow and John Dillinger reportedly wrote letters to Henry Ford, extolling the virtues of his powerful automobiles. A display would feature background on the lawlessness of that era and the role of the Ford V-8.

Law and Order
Despite (or, perhaps, because of) the V-8's popularity with gangsters of the 1930s, it also becomes the darling of law enforcement. This gallery will spotlight the models used as police cars over the years, as well as offering personal vignettes by those who drove them.

Other potential features for this gallery would include: the growing popularity of Greenfield Village in Dearborn, a Ford V-8 auto winning the Elgin Road Race, and the introduction of the new medium priced Mercury line in 1939 featuring a V-8 engine. "Mood" exhibits would feature snappy clips from old radio shows, and all galleries will spotlight era-defining components such as: music, sports icons, advertising, and other components of popular culture.

GALLERY TWO - The World at War, 1940-46

Look For The Union Label
An exhibit that traces the history of labor unions, as they relate to Ford but also to America in general. In 1941 Ford plants were unionized following years of strife between Henry Sr. and the labor unions. Present the union story not from the perspective of labor bosses, but from that of the "little guys" who worked the line. How did unions benefit them? What were the problems?

The Cars
Despite the build-up toward wartime production, the Ford cars boast of being heavier, bigger and roomier. In 1942, the public clamors for new cars, fearing wartime shortages. New models of the era include the Mercury 8 convertible, marketed to the "young at heart," the Fordor Deluxe that became a war department auto of choice on military bases, and the wood-bodied station wagon that would become a favorite of the beach generation in later years. Civilian car production ends on Feb. 10, 1942 and civilian truck production on March 3 of the same year.
Lost Legend
Edsel Ford died during the war years, in 1943. What was the legacy of Henry's son, who died at age 49 from stomach cancer? Often overlooked—or, worse yet, associated with the ill-fated car of the same name—Edsel had a huge impact on the Ford Motor Company, especially in the area of body styling, where he was brilliant. He was also the prime champion behind Ford's aviation activities. Thanks to Edsel's passion for aviation, Ford was the world's leading manufacturer of civilian aircraft in the late 1920s and early 30s. The company pioneered guided-by-radio flight, America's first all-metal, multi-engine fleet, and the first regularly scheduled passenger airline in continuous domestic service. Ford also became the first firm to fly contract airmail in the U.S., as well as the first to construct an airport hotel—The Dearborn Inn. Edsel was the visionary behind each of these innovations, as well as being, by all accounts, a genuinely nice man who rarely saw eye-to-eye with his more colorful father.

Wartime Production
This will be, by far, the largest portion of the WW II gallery. With the death of Edsel and the wartime service of Henry II, Henry Sr. re-assumes presidency of the Ford Motor Company. Wartime production booms as Ford begins producing Jeeps, M-4 Tanks, M-10 Tank Destroyers, and over 9,000 B-24 Liberator Aircraft. Spotlight the various applications of these machines—especially through vignettes featuring those who drove/flew them. We will develop a "wall of memories" with brief recollections and period photos from "average Joes" who served in WW II and utilized this equipment: (i.e. An M-4 tank driver, a tank gunner, a B-24 waist gunner, a B-24 pilot, etc.) Capture how the equipment impacted real lives.

Additional Features
This gallery will also feature shadows from the past: entertainment, advertising, music, and personalities who guided the Ford Motor Company during this era. Some of the colorful characters may include: "Cast-Iron Charlie" Sorensen, who oversaw the pre-WW II contract negotiations that would make Ford the largest aircraft engine producer in the country; and Harry Bennett, Ford's shady "hatchet man" who prided himself on being an "SOB." Bennett may have had more influence on Henry Ford than almost anyone else in Ford's life. He was controversial and, like many of the movers and shakers at Ford, dynamic and unforgettable! Perhaps spotlight both Bennett and Henry Ford II together, as they hated each other and nursed a lifelong rivalry.

GALLERY THREE - Post War Boom, 1947-1953
A Love Affair With Freedom
The post-war years are years of economic boom and individual prosperity. The war has been won, and the world is—on the surface at least—a much safer place. Automobiles come to symbolize a kind of freedom that America could not exercise during the lean Depression years and the tense war years. Ford's market share reaches 24 percent in 1950, the highest since a brief mid-depression recovery in the mid 1930s, but the triumph is short-lived as the war in Korea eventually impacts auto production. By the mid 1950s however, Ford will have record sales and America's love affair with driving will be fully "in gear."
Gallery will focus on the mystique of the open road: the advertising, the family car, the advent of the drive-in movie theater, the history of the Burma Shave signs (which numbered some 7,000 in the post-war years), the car radio, and many more elements and marketing schemes that prompted Americans to passionately embrace their "wheels."

*Entertainers and Engines*
Spotlight on stars who favored the Ford models, including Ronald Reagan, Fred Waring, Jimmy Cagney, Clark Gable and Rita Hayworth, among many others. The Mercury Coupe of 1950 became an automotive icon, thanks to James Dean's use of it in *Rebel Without a Cause.*

"Surfin' Safari"
A tribute to the durable "Woody," the wood-bodied station wagon that became a darling of the beach generation and was immortalized in music by the Beach Boys, Jan and Dean and many others. This display focuses on the features of the cars that made them so popular with surfers, most notably the auto's ability to seat eight or more and the 1950 innovation of a "stowaway" fold-flat middle seat (perfect for your surfboard!) Display will also focus on the music, the movies and spirit of the "beach generation" as personified by the Woody, still hugely popular with collectors of vintage cars.

**GALLERY FOUR - The FORD Legacy**

*Equal Opportunity*
A little-known aspect of Henry Ford was his progressive attitude toward black Americans at a time when such a stance was hardly the norm. This gallery would examine Ford's appreciation for—and loyalty from—the African-Americans in his employ. It will discuss Ford's friendship with black inventor George Washington Carver, his philanthropic efforts to build churches and schools in black communities, and his determination to treat black employees more equitably than any other auto maker of that era. This enlightened approach is made even more remarkable when one considers Ford's well-known anti-Semitic (even pro-Nazi) stance throughout his life. This era-specific topic should address Ford's prejudices as honestly as his altruism—with an emphasis on the reality that people who change the world are never shrinking violets, nor are they always right. The Ford legacy should be viewed in a balanced context, allowing people to see the man as a fully formed human being, not a cardboard cut-out. Ford was also on the cutting edge when it came to hiring the handicapped and paying them equal pay for equal work. This particular era-specific topic would address this aspect of the Ford legacy, as well.

*Women's Rights*
Although Henry Ford died long before the advent of "Women's Lib," his mass production concepts paved the way for a lifestyle that afforded women greater leisure time and, thus, greater opportunity to work outside the home and pursue educational opportunities. Until mass production, our nation's agrarian economy was fueled by the sweat of the American farmer. Farm
wives were a source of farm labor in multiple ways: they were not only tireless workers themselves, but they also had to produce the next generation of laborers. A large family was not a biological choice, but an economic necessity. The assembly line and mass production created a manufacturing economy that gave a broader swath of the population many more employment opportunities. By breaking the manufacturing process into manageable chunks, the heavy-lifting duties could be assigned to men, while women could perform repetitive tasks that were not based on brute strength. The assembly line also relieved women of the responsibility of producing their own work force.

Ford On The Farm
Henry Ford's innovative approach to automobiles is well-documented. While other galleries featured in the museum will spotlight many of the well-known and highly successful innovations, this gallery will pay tribute to some of Henry's agricultural triumphs ranging from his success with the N series tractors (which would become the standard by which other tractors were measured) to more “off-beat” initiatives such as his passion for soy beans. When the Great Depression hit, farmers were especially impacted. Huge farm surpluses meant low crop prices and dwindling income. Suddenly, Ford's best customers could no longer afford new cars, trucks and tractors. Ford knew that "if we want the farmer to be our customer, we must find a way to be his." Ford's solution was a recycling plan that was decades ahead of its time: figure out how to use agricultural products in manufacturing, so that everyone would benefit. Ford put his chemists to work determining what products could be developed from plants. After testing numerous crops, they narrowed their focus to soybeans. Experimentation was soon rewarded with the discovery of soybean oil, which made a superior auto body enamel. Soybean meal was converted to plastic and used to make over 20 parts including horn buttons and gearshift knobs. By 1936, Ford was using a bushel of soybeans in every car that rolled off the line. But Henry Ford didn't stop there. While his chefs developed a variety of tasty and nutritious American-style foods from soy (including ice cream), Henry invented soybean "wool," a fiber half the cost of sheep's wool. Soon a fabric containing 25% soybean wool was being used to upholster many Ford autos. And on special media occasions, Ford would wear his very own soybean fiber suite.

Additional Displays
The displays outlined above are, by no means, the only features planned for the early Ford V-8 Museum. Other exhibits and interactives will include topics such as “The Need for Speed: A tribute to power, racing, and streamlined design,” or “Project: Restoration,” a display “geared” toward auto enthusiasts who are looking for restoration resources, a close-up peek at internal wiring and parts placement, and the presentation of authentic features such as dashboards, radios, clocks, and glove box doors. The exhibitry and interactive features of the facility will be an evolving effort that will include not only seasonal changes but also travelling exhibits and presentations that reflect various perspectives on the Ford Motor Company, the impact of the early V-8 engine, and the contributions of Henry Ford and his impact on other auto makers and innovators.
Perspectives of presentation
Displays and exhibits will be presented through multiple perspectives. These will include:

1. **Production** - The evolution of the Ford machinery during the era in question. This will offer a technological retrospective, focusing on the automobiles (and other Ford products) and their parts (with special emphasis on the V-8 engine) and how the individual products, the Ford Motor Company, and the automotive industry as a whole evolved during the era.

2. **Personalities** - The colorful, opinionated, passionate individuals who shaped the fortunes of the Ford Motor Company and changed the history of America and the world. While the automotive aspect is a primary component to this museum, success with the general public will depend on painting a compelling "people portrait."

3. **Legacy** - A bird's eye view perspective on how the production and personalities of specific eras impacted subsequent eras and the evolution of technology, socio-economic factors or American culture.

4. **Timelines** - Not a typical museum timeline but, rather, a dynamic analysis of the events taking place in America and the world, and the manner in which those events influenced the growth of the Ford Motor Company and the individuals therein.

Methods of presentation
The facility will strive to capture the look and feel of the era it celebrates. Music, images, colors, and sounds will be used to give visitors a sense of traveling backward in time. The V-8 Museum will perform traditional museum functions in a non-traditional manner. Portable display walls with "windows" for changeable content will feature lively, active prose that entertains even as it documents the four perspectives listed above. Vivid images of the products and personalities will accent static displays of restored automobiles, as a variety of interactives, simulators, and video presentations allow visitors to immerse themselves in the era and its automotive innovations. Era-specific street scenes will capture the look and feel of the era. Automobiles indicative of that time period will be displayed in an inclusive manner, integrated into the period street scene, rather than being set apart from it as displays.

The finished facility will feature a gift shop, showroom area, a working garage, a theater and a library, in addition to the aforementioned galleries and street scenes. The entire facility will be designed to reflect the eras it celebrates. Visitors to the showroom will be uncertain whether they have stepped into a modern museum…or through a small tear in the space-time continuum, that places them squarely in 1930s or ‘40s.
**VII. Strategic Goals:**

**Summary:** The Trustees of the Early Ford V-8 Foundation and Museum are committed to reaching the following goals during the next three years Jan. 1, 2007 - Dec. 31, 2009.)

<table>
<thead>
<tr>
<th>Goal</th>
<th>Description</th>
<th>Budget</th>
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<tbody>
<tr>
<td>A.</td>
<td>Erect an 8,000 square foot building (Phase I)</td>
<td>$480,000</td>
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<td></td>
<td>Display and storage space for memorabilia and consolidation of holdings</td>
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<td>B.</td>
<td>Hire an Executive Director (2007)</td>
<td>$40,000</td>
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<tr>
<td>C.</td>
<td>Increase membership in Foundation &amp; Friends. Many needed for assorted operations.</td>
<td>$80,000</td>
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<tr>
<td>D.</td>
<td>Comprehensive volunteer program. Funding will be sought through grants</td>
<td>$50,000</td>
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<tr>
<td>E.</td>
<td>Phase II Construction of 37,500 sq. ft. bldg</td>
<td>$3,500,000</td>
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<td></td>
<td>Museum Galleries @ $125,000</td>
<td>$500,000</td>
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<td></td>
<td>Rotunda</td>
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<td></td>
<td>Interactive Displays</td>
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<tr>
<td>F.</td>
<td>Public Service - Retail Store</td>
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<tr>
<td>G.</td>
<td>Supportive Partnerships</td>
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<tr>
<td>H.</td>
<td>National Education Program</td>
<td>$900,000</td>
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<tr>
<td>I.</td>
<td>Research Library. Grant funding sought</td>
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**TOTAL**                                                                 $7,170,000
A. GOAL: Implement Phase One of Museum Project

Description:
PHASE I will be an 8,000+ square foot building, located behind the main museum structure. This building precedes the main structure of the Museum, and is modeled on an early Ford Showroom. As the first structure erected on the 2.5 acres of land in Auburn, Indiana, it will measure 134’ by 60’ and will create display and storage space for the Foundation’s collection, which is currently on loan to three other museums and is in need of a permanent home to secure its preservation, archival retrieval and cataloging. Architect Bill Fox has designed a Phase I structure that effectively embodies an art-deco theme. Inside, Phase I offers an open floor plan to enable maximum use of space. Once the entire complex is built, this structure will likely become a learning center, featuring classrooms and a working garage for educational projects involving restoration.

Cost:
The projected cost of the Phase I building is $480,000.

Timeline:
Formal fundraising for Phase I will be implemented Dec. 1, 2006 with a deadline of Dec. 1, 2007. To kick off the Phase I campaign, a substantive advance donation is being sought (as is the traditional approach). This donation would serve as a very public “leadership gift” that would encourage others to give. This timeline also offers Trustees several weeks to approach potential donors and share selected opportunities within the new strategic plan.

Tactics:
-- An attractive Strategic Plan distillation will be designed and made available to potential Phase I supporters—whether they be media officials, possible donors, or representatives of other organizations that can offer reciprocal assistance.

-- The 4800 Club campaign will be introduced along with the strategic plan summary via a media blitz, covering regional media, trade media, direct mail pieces to pre-qualified potential donors, and presentations to appropriate groups. For now,
this should be the ONLY fundraising initiative being promoted by the Foundation. Other initiatives can be listed in certain places but should not be promoted or publicly discussed in detail, unless you are asked about other giving opportunities. The focus should be on raising the $480,000, whether it is through the $4,800 donations or through larger contributions.

-- Initiate a marketing calendar (currently in development) so that each month brings a series of initiatives designed to support the fundraising and visibility efforts and to encourage membership and participation. See Appendix C for suggested methods.

**Process Owners:**
Success will be dependent on the Trustees' ability to spread the word, generate excitement and create referrals for the development team. It is essential that Trustees embrace the Museum vision and convey it enthusiastically to everyone they meet. It is also essential that everyone understands the vision thoroughly and is conversant on any and all aspects of it.

**B. GOAL: Hire an Executive Director**

**Description:**
The Early Ford V-8 Foundation has a need for an internal structure that allows for consistent day-to-day management, program development, and the on-going pursuit of funding. This can be accomplished by hiring an individual (full or part-time) to assume operational leadership of the Museum facility and to implement policies and procedures established by the Trustees. This person will be someone the Trustees can comfortably trust to make daily decisions and to take actions that are in the best interest of the Early Ford V-8 Foundation and Museum. An on-site Executive Director will provide the consistency the facility needs in order to begin designing its programs, leveraging relationships and generating new sources of funding. This individual will be the "face" of the Ford V-8 Museum, the person who represents the facility in promotions, who handles the donor solicitations, and who deals with the public when there are events and activities that require a dynamic and engaged representative. The Executive Director, as paid staff, will free the Trustees from some mundane "nuts and bolts" aspects of the organization.

**Cost:**
Depending on part-time or full-time status, it is unrealistic to expect to get a qualified and enthusiastic individual for any less than $40,000 per year. That does not include benefits which, in the beginning, may not be possible to offer.

**Timeline:**
ASAP upon funding, preferably during or shortly after completion of Phase I fundraising, so the Director can oversee development of Phase II fundraising and construction.

**Tactics:**
Advertising for the position is the best approach and should be done regionally. Recruitment can also come from inside the Early Ford V-8 Foundation and Museum, as well as the Early Ford V-8 Club, for people who have the appropriate vision and interest, as well as the necessary skills to do the job. However, looking outside the organization is often preferable, as you can
hire someone with no history to be overcome. Trustees may also consider hiring someone who likes automotive history but isn't necessarily a collector or "gear head" themselves. The first questions to be asked are NOT "do you collect vintage Fords" or "Can you tell me about the Ford Flathead V-8?" but "what is your management background?" "what successes can you point to in fundraising and public relations?" "how are your people skills - especially in dealing with volunteers?" The best strategy is to hire someone who can do the work of running the organization, first and foremost. Absorbing its history and culture will come with time.

**Process Owners:**
The Trustees will oversee the hiring of an Executive Director, assisted by inputs from other stakeholders in the organization. Once the position is filled, the Executive Director answers to the board. Although day-to-day communications may pass primarily between the director and the Early Ford V-8 Foundation president, the director is answerable to the entire board, not one or two specific members. This means that any changes or additions to the director's role and responsibilities cannot be defined by one Trustee and must be discussed and approved at a meeting of the entire board.

**C. GOAL: Build the Membership Base and Visibility of the Foundation**

**Description:**
Visibility is the key to growth and donations. People give money to organizations that have credibility and whose mission and vision appears to be universally accepted. Such acceptance often comes (for better or worse) simply from being mentioned in the media and other public access arenas. In Appendix C, we outline a variety of methods for gaining visibility. Many can be done at little to no cost to the organization. All are essential tools in the fundraising process.

**Cost:**
$80,000

**Timeline:**
Immediately initiate a carefully planned media campaign that dovetails with the approval of the strategic plan and the formal announcement of the 4800 Club campaign.

**Tactics:**
See Appendix C.

**Process Owners:**
All Trustees and stakeholders, but there should be one or two key process owners who oversee all information distributed to the public.

**D. GOAL: Develop a Comprehensive Volunteer Program**

**Description:**
Think about the best volunteer experience you have ever had. Most likely, the organization was ready for you, had plenty of work for you, and made you feel like your inputs were valued and you were making a difference in the lives of individuals or
your community as a whole. The organization that you served had a solid foundation, including: policies and procedures, appropriate intake and recruitment materials, position descriptions, and staff who were trained and responsive. Before you ever recruit your first volunteer, these items in the pre-recruitment checklist must be in place:

-- a welcome letter to new volunteers from the Executive Director and the President;
-- a volunteer manual documenting policies, practices and procedures;
-- a list of areas where the Museum is in need of volunteer support;
-- a list of times and days when volunteer opportunities are available (i.e. a master schedule);
-- a volunteer application form, documenting pertinent experience, interest areas, etc.

**Cost:**
Materials and time, $50,000.

**Timeline:**
It is never too early to begin developing the parameters and policies with regard to a volunteer force. This core of worker bees will become essential once the facility opens its doors, and can be put to good use even during the ramping up process.

**Tactics:**
One of the best methods for recruiting volunteers is to arrange presentations at local clubs, corporations, and civic groups, as well as organizations with a special interest in automotive or transportation topics. Such presentations can serve both to inform the public about what the Early Ford V-8 Foundation and Museum does and as a method for recruiting new volunteers. In seeking entre to speak to the group, consider going through a group member. The member can give you credibility to his/her peer group, paving your way to a more receptive audience. They can also make it more likely that you will be invited to speak. Find out what other projects the group is already committed to and time your talk to coincide with their need to develop a new project. Determine how much lead-time they need and make sure that your request is not too precipitous for them to meet. Pick your presenters carefully. Make sure the person who is speaking is energetic and passionate about the Ford V-8 Museum. It is also important that this individual clearly knows and understands the organization’s vision and mission. But, it is even more important that the individual have passion for the facility and its function. Consider sending a volunteer who can speak forcefully about the worthiness of the effort. If possible, utilize a visual presentation, with slides, pictures, etc. If your presentation is boring, the group may assume that their volunteer jobs will be too. Be prepared for people to offer their services. Take along brochures, examples of jobs for which they are needed, sign-up sheets, etc. If someone expresses interest, don’t leave without their name and phone number, and commit yourself to following up with them. Follow-up as quickly as possible. Be prepared for too much success. You may need to have a back up plan to handle the entire group wanting to volunteer together to help you out, not just a few individuals. If several group members decide to volunteer, you will need to consider ways in which they might work together while performing the volunteer work. Remember that at some point during your presentation you should directly and unequivocally ask the audience to volunteer. Very few people will insist on volunteering for your program without being asked to do so.
**Process Owners:**
The Trustees will appoint an individual to act as Volunteer Coordinator until an Executive Director can be brought on board, and a Volunteer Committee will be created in order to develop appropriate policies and procedures for the volunteer force.

**E. GOAL: Implement Phase II Fundraising Campaign**

*Description:*
After Phase I is complete, the Phase II campaign will be introduced, as the organization raises the funds necessary to complete the facility and initiate regular operations. The Early Ford V-8 Foundation and Museum will designate areas within it, on it, and around it, for those who wish their "sponsorship" to provide them with:

a) Recognition in a permanent way for their personal support, club or group support, or as a memorial to someone special;
b) Access to the thousands of visitors per year who will be making a visit to other auto museums, airplane museums, historical museums, cultural events in the Auburn, IN area, the several Kruse Auto Auctions, flea markets and car shows within walking distance of the Early Ford V-8 Museum, and the thousands upon thousands who make this area a "must-do" family destination/vacation site.

These fundraising initiatives that will help underwrite the costs of Phase II will be:

**The Power Train Program**
The most visible architectural element about the Early Ford V-8 Foundation and Museum will be its recreation of the Ford Rotunda, a structure that first appeared at the 1934 Chicago World's Fair. This rotunda was later moved across the street from the Ford Motor Company Headquarters in Dearborn MI. It was destroyed by fire in November of 1964. The Early Ford V-8 Foundation will be recreating this significant symbol of the Ford Motor Company's past and, just as each of the panels in this Rotunda represent the "gears" of an automobile transmission, each of the panels will be available as a sponsored element for any individual or any corporation wanting a permanent plaque associated with this recreation of Ford Motor Company's 1934 Chicago World's Fair Rotunda. **Goal:** $10,000 per panel @ 32 panels or $320,000
**The Golden Shovel Program**
This program gives special recognition to those whose support helped construct the "foundation" on which the museum rests. They receive a specially molded Gold or Silver Shovel for their support and their name is placed on a permanent plaque on a "Wall of V-8 Fame" inside the museum. **Goal:** 200 Silver Shovels @ $1,000 per; 200 Gold Shovels @ $2,000 per = $600,000

**Friends of the Early Ford V-8 Foundation and Museum Program**
This special program allows ANY person who believes in the goals and mission of the Early Ford V-8 Foundation to pledge yearly support. Friends of the Early Ford V-8 Foundation and Museum can commit on one of three levels:
- Special Friend $250/Annum
- Deluxe Friend $500/Annum
- Super Deluxe Friend $750/Annum
In recognition of their "friendship" these special friends are awarded: one year memberships, special crafted lapel/hat pins, special annual license plate 'toppers', discounts on merchandise, prints of the museum, admission to the museum. **Goal:** 100 Special Friends = $ 25,000; 100 Deluxe Friends = $50,000; 100 Super Deluxe Friends = $75,000 -- Total: $150,000

**Named Elements in the Museum Program**
The Early Ford V-8 Foundation and Museum is designed in such a way as to offer an individual or corporate benefactor several opportunities to achieve recognition and exposure for themselves or their corporation. The benefit of access to the thousands of visitors who come to Auburn, IN for auto related or family recreation is very worthwhile. **Goal:** $600,000

**The "Paving the Way" Program**
In 2003, the Trustees of the Early Ford V-8 Foundation launched a program called, "Paving the Way". This special program allows individuals, corporations, or clubs to purchase a specially engraved, concrete "paver brick." Each brick is to be placed in a suitable outdoor area where guests may sit and enjoy the museum grounds. Bricks are priced at $125 to $500 depending on size and engraved message. The "Paving the Way" program is a national effort enlisting the aid of the Early Ford Regional Groups, and a Trustee assigned to each of the Early Ford V-8 club regions. **Goal:** 3,000 bricks @ $150 per or $450,000

**Commercial Vendor Support: A Early Ford V-8 Associate Member Program**
In the "old car hobby" the Early Ford enthusiast tends to be as passionate as any enthusiast who favors a single auto marque. In fact, many enthusiasts for other auto marques have been Early Ford enthusiasts. To help meet the needs of many Early Ford enthusiasts, a large number of vendors have supplied reproduction, new old stock (NOS), or modern replacement parts. What these vendors need is ACCESS, access to thousands of Early Ford enthusiasts not only in the USA and Canada, but also around the world. They gain access to these enthusiasts by using catalogs, advertising in hobby print media and electronic media, and by direct sponsorship of old car or old Ford events, meets, and programs. Thus, their support of the Early Ford V-8 Museum will offer them increased and continuing opportunities for recognition, exposure and access.
The Early Ford V-8 Museum will not offer any endorsements of a vendor or his products due to the influence such endorsement could have on the Foundation’s not-for-profit tax status. It is appropriate, however, to allow vendors exposure within the Early Ford V-8 Museum, through sponsorships, grants-in-aid, support of programs, on-site retail store, and web site. Thus for the myriad of vendors who engage in the direct sale of FORD related parts, memorabilia, and services an Early Ford V-8 Associate Member Program is being established.

An "Associate Member" is an individual or entity that supports the goals, aims and mission of the Early Ford V-8 Foundation and Museum will gain access to the Early Ford enthusiast population by these benefits:

a) Hypertext links to their web site from the official Early Ford V-8 Foundation web site.
b) Appropriate signs recognizing their support within the Early Ford V-8 Museum
c) The ability to conduct one "market research focus panel" per annum with members of the Early Ford V-8 Foundation at an event conducted by the Foundation
d) The ability to host a dinner with the Early Ford V-8 Foundation Trustees at an annual meeting (Auburn Motorfest)
e) The ability to house their catalog, for sale or free pickup, in a special display area within the Ford Factory on site memorabilia store.
f) Special status and recognition, in print and other media, with a plaque that designates them as a "Associate Member of the Early Ford V-8 Foundation and Museum."

Goal: 20 Ford related commercial vendors; 30 Old car hobby related vendors. Budget: $2,500 x 50 or $125,000 per annum

The Early Ford Dealership Program to support an Early Ford V-8 Museum Research Library
Part of the design of the Early Ford V-8 Museum resembles the design of a Ford dealership. In addition much of the material in the Early Ford V-8 Foundation collection is promotional and technical material supplied originally to Ford dealers. Through the Ford Dealership Association, a trade association of Ford dealership owners, it is likely that support could be gathered for the Early Ford V-8 Foundation and Museum to display historical artifacts, memorabilia, promotional and technical literature, in a way that is educational, researchable and retrievable for the benefit of the social historian, Ford enthusiast, and general public interest. Support for such a program will offer any Ford dealer access and visibility before thousands of tourists and old car/Ford enthusiasts per year by recognizing such support as a "Named Sponsorship" with all its accompanying fanfare. The Early Ford V-8 Foundation and Museum is willing to offer a permanent Ford dealers display for support of the Early Ford V-8 Museum Library of Early Ford Literature and Memorabilia. Goal: gifts of $250,000, using ½ of these funds for museum construction and ½ to maintain the Ford dealer's display and library (as an endowment).

The "Sponsor a Display Vehicle" Program
Any museum devoted to automotive history finds that its success is dependent on the quality of vehicles on display. The Early Ford V-8 Foundation and Museum wishes to develop a program for the sponsorship of Early Ford, Lincoln, and Mercury cars, and other Ford Motor Company vehicles, that are either loaned or bequeathed to it. Obviously the cost to keep such a car's
appearance and running condition is substantial. Thus, the Trustees are willing to select certain sponsors for a particular car which, upon their acceptance, would provide a sponsor recognition through signage and other programs that create direct visibility of the sponsor's support within the museum. Knowing the penchant American and foreign visitors have for photography, it is likely that vehicle sponsors will find they have global name recognition. Until the Early Ford V-8 Foundation and Museum is on firmer financial footings, it will rely upon display vehicles that are "loaned" by members. These "loaner vehicles" will ensure, that, for a year at least, someone will sponsor the upkeep and storage of a museum quality vehicle.

**Goal:** 30 cars x $2,400 per year $72,000

**Solicitation for an Operating Endowment**
The main "product" that the Early Ford V-8 Foundation and Museum has to sell is "access." For a corporation, "access" is "getting a corporate message before a potential customer or an existing loyal customer, in order to build brand recognition."
Thus, the Trustees of the Early Ford V-8 Foundation and Museum believe that, since the Museum is open to the public, it is appropriate to offer a corporate entity or organization the opportunity to endow the Early Ford V-8 Foundation and Museum with a capital fund that provides them access and appropriate exposure throughout the life of the endowment. **Goal:** $1,400,000

**Timeline:**
Many of these programs are currently in place but are not actively being pursued, pending the completion of Phase I fundraising for the initial 8,000 sq ft structure.

**Tactics:**
See individual descriptions under each initiative.

**Process Owners:**
Trustees, Executive Director, Stakeholders, etc.

**F. GOAL: Public Service**

**Description:**
The services of the museum/learning center will be available to the public 340+ days a year. For the Early Ford V-8 Museum to be a truly effective American treasure, it will have a regular schedule of operations, consistent staffing and the appearance of consummate professionalism. With the proper funding and once the Phase I construction has been completed, the Early Ford V-8 Museum will take its place as a professional preservation and education facility, open and available to the public most days of the year. This can and should be achieved through several full-time staff members who handle operations and the continuing implementation of the Ford V-8 vision. Also critical to the success of this goal is a reliable and well-trained force of volunteers and docents who can share the rich history of the Ford Motor Company and the American automotive industry with visitors.

**Cost:**
TBD when Phase II starts.
**G. GOAL: Forge on-going partnerships**

**Description:**
In order to secure buy-in and eventual funding from a variety of resources, the Museum Trustees will contact numerous individuals and organizations for input and suggestions on the content and focus of the final museum project. The word "final" is used advisedly in this context, because the goal for Museum officials should be to never have a "finished facility." This presents potential donors with on-going opportunities to fund new exhibits and it also accommodates new discoveries, new perspectives and the desire of the Museum-going public to experience fresh displays and timely exhibits.

**Cost:**
$20,000 initial seed money for materials, travel and related expenses.

**Timeline:**
Partnerships can be initiated immediately. In fact, it often takes a year or more to cement relationships, especially those that involve funding.

**Tactics:**
In pursuit of on-going partnerships, the Museum should approach a variety of entities including, of course, The Ford Motor Company, Edsel Ford, and Greenfield Village, but also various police museums (for photos and stories of Ford cars used in law enforcement); the Beach Boys and/or Jan & Dean (for photos/stories relating the Woody and the beach scene); the automotive labor unions, for support of a union exhibit, and many, many more. Whether we take all or any suggestions remains to be seen but this gives people a sense of ownership and involvement and makes it much more likely that we'll translate that into funding, referrals and active participation.

**Process Owners:**
Staff, volunteers, contractors, all supported by Trustees.

**H. GOAL: Establish a comprehensive national education program tied to exhibitry and collections**

**Description:**
Working with volunteers, education consultants and Museum staff, the facility will offer programming aimed at energizing
youngsters in grades 6-12 toward America’s transportation history, and possible career tracks therein, with special emphasis on
the cultural role of the automobile. A broad curriculum can be developed that offers modules focusing on American history,
science & technology, character & leadership, and even language arts. Emphasis will be on hands-on activities, student partici-
pation, team work and critical thinking skills. Beyond the character development component, students would gain "real world"
experience in the realm of business and technology, in addition to learning to process and appreciate other points of view and
ideas. For example, students might create a product using an assembly line approach and dividing into teams of designers, line
workers, marketers and sales staff. Students would research their roles and would be graded not only on their product, but on
their ability to communicate the nature of their role and some of its history as well as their ability to work with each other and to
adapt to variables introduced by the teacher or program leader (such as a unionized versus non-union work force - what are the
advantages and disadvantages and what is the historic foundation for the student's arguments)? Additionally, all Ford V-8
Museum educational initiatives would be overseen by educators and will be constructed to meet National and State Proficiency
Test Standards and/or Scout Badge requirements. The Ford V-8 Museum will seek corporate partners who can support
educational efforts financially, but who also see the wisdom in helping to inspire and motivate tomorrow’s work force. This
would allow for the development of mentoring programs between executives in the automotive and transportation industries and
students participating Ford V-8 programming.

Cost:
The development of a comprehensive national education program will cost in excess of $900,000 to develop and implement at a
regional level. Additional funding will then be necessary to introduce the program(s) nationally.

Timeline:
Components of the core education program can be built as soon as museum structure and basic components are agreed upon.
Outreach programming can be designed and tested even before Phase I is complete.

Tactics:
Create a Teachers Advisory Board (TAB) from local school districts and select a local Trustee or stakeholder to serve as acting
Education Director. Begin sharing proposed museum content with the TAB members and use their ideas and inputs to begin
designing your core curriculum for outreach programming followed by facility-based programming. Contact a local teacher's
college and enlist the assistance of students or an entire class in defining goals and objectives for the education program.
Investigate state or federally funded programs such as Ohio's TIES (Teachers & Industry for Educational Support) initiative that
funds a two-week intensive on-site workshop that allows teachers to work with non-profit and corporate entities to create
programming for students.

Process Owners:
Staff (ultimately, an Education Director; initially, the Executive Director), volunteers, supported by Trustees.
I. GOAL: Establish a research library

Description:
The function of the Early Ford V-8 Museum's Research Library is to serve and support the Museum’s mission to preserve and promote the heritage and legacy of the Ford Motor Company, particularly as it pertains to the early Ford V-8 automobiles, engines, and memorabilia. The Library will also serve authors, scholars, students, and automobile enthusiasts who wish to study the history of the Ford Motor Company, the social impact of the automotive age, the technological evolution of the automotive industry, and the cultural icons that were tied to America's love affair with the open road. The Library's holdings will be comprised of a research collection, special collections, and digital collections.

Research Collection
The research collection will be made up of hard copy volumes, electronic resources and microform materials. Subject areas will include technology as it relates to transportation, biographical information on Ford Motor Company leaders, the impact of automobiles on the American way of life, and documents or images embody the Ford Motor Company's approach to designing, producing, and marketing its automobiles and other machines.

Special Collections
The Library's special collections consist of archival material relating to the history of Ford, its movers and shakers, specifications on engine and automobile design, Museum exhibitions, education, and general administrative history. These archives will also include personal papers and manuscript collections of individuals closely associated with the Museum and/or the history of Ford Motor Company. These collections will also include materials pertinent to Ford's role in the defense of America during World War II. In addition to textual material, a substantive photographic collection will be sought.

Digital Collections
An initiative to create digital collections will be launched as soon as funding is available. The goal is to create an integrated database of resources relative to the Ford V-8 automobiles and engines, the Ford Motor Company and history of the American automotive industry in a social and cultural context. The goal is to make many of the Museum's resources available to researchers around the world. The pilot project of the Digital Library will focus initially on the digitization of documents and images currently in the possession of the Early Ford V-8 Foundation. This will provide the Library with a prototype digital library that will allow us to expand our vision and seek the funding for acquisition of new collections and better resources.

Cost:
$750,000

Timeline:
The digitization of existing documents and images can begin as soon as Phase I funds are raised. Sooner, in the event that grant money can be secured for the purpose of scanning and preserving digital files. A timeline for the establishment of the Research Library itself will have to be defined once Phase I monies are collected and the implementation of the Phase II campaign is
underway. However, in the meantime, a plan for the library should be developed and potential donors should be sought for naming rights on the facility.

**Tactics:**
- Develop a master plan for the Library and submit it as a “named element” to potential donors;
- Begin scanning and preserving documents currently in the possession of the Early Ford V-8 Foundation, by bringing them to a centralized location where they can be stored, preserved, and archived;
- Seek volunteer assistance and support from other museums to prepare, catalog, scan and archive documents and images;
- Prepare letters to other institutions, collectors, etc., regarding the acquisition of documents, images and digital files for the Museum collection;
- Prepare conceptual drawings of the interior of the proposed Research Library

**J. GOAL: Establish an endowment**

**Description:**
For the sake of credibility and long-term stability, the Museum should seek to establish an endowment. This endowment will be a permanent fund, which uses the income from the fund (interest and earnings only) for the purpose of operating the institution. The money in the endowment fund itself is never spent. An endowment is a gift of a permanent source of income, a legacy, and/or a revenue stream permanently appropriated for the maintenance of the institution. This endowment will become a critical base of support, which will provide steady income even in the face of budgetary challenges. A healthy endowment ensures that the Museum will be able to pursue long-term first-rate educational and preservation activities and maintain the highest quality services to young people, families, tourists and Ford Motor Company and automotive researchers well into the future. The museum's endowment will help to ensure the viability and longevity of the museum, well into the future. Gifts to the fund will be held in perpetuity, earning income annually during the lifetime of donors and for many years to come, to serve the museum. Whether the endowment comes from a single initial gift from a generous donor or from a multitude of smaller gifts, it will serve as the backbone of the Museum's growth once the initial capital campaigns have built the foundation for success.

**Cost:**
Gifts to an endowment fund can be any size, and donors at all levels should be recognized for their contributions. But the endowment fund itself should be substantial. The larger the endowment, the more aspects of the museum it can perpetuate. The size of a Museum's endowment fund varies broadly based on the operating costs of the Museum in question. However, to be truly effective, the endowment should be no less than $1.4 million to start, and should ultimately range from $20 million to $200 million or more.

**Timeline:**
It is reasonable to create an endowment fund immediately, as there will be donors who ONLY wish to fund the endowment. It is certainly preferable to have their money in hand for later use, than to never have it at all. It is unrealistic, however, to expect the
endowment fund to receive large sums of money until such time as the Museum is up and running and has proven its viability.

_Tactics:_
Communicate with potential donors; help them understand the vision and become invested in it; underscore the impact that an endowment fund will have on the long-term viability of the Museum. The more progress the Museum can demonstrate, the greater the likelihood that an individual or individuals will want to perpetuate it through an endowment.

**VIII. Conclusion**

The Early Ford V-8 Museum will provide a vivid and memorable link between past and present. Young people will have the opportunity to experience a way of life that once thrived on the American landscape. Older folks will have a rare opportunity to revisit cherished memories. And, even as visitors are being entertained or inspired, the facility and its Foundation will be preserving a vital piece of American history. The Early Ford V-8 Museum isn’t simply dedicated to collecting cars or engines...it is dedicated to sharing the evolution of a nation, an industry and a people, and the compelling story of a man named Ford who helped pave the way.