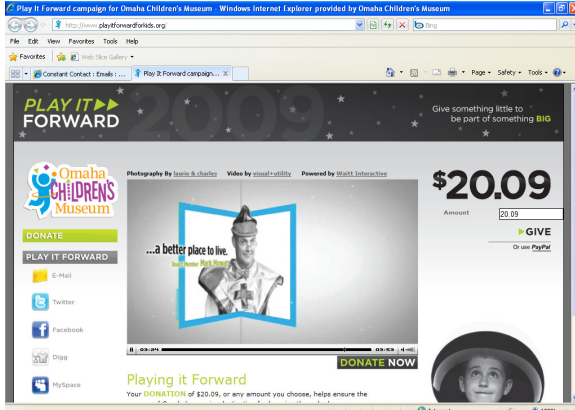




Campaign Components:



Site: PlayItForwardForKids.org

Initial Email Sent to 10,016 Contacts. Also posted to museum twitter



Internal Screen & Flyers Distributed at Great Friends to Kids Luncheon

Featured on NE Creative Blog

Campaign Revenue:

98 Donors
 Total Donation Amount: \$5092.51
 Average Donation Amount: \$51.96

Additional Benefits:

Word of Mouth
 Inquiries from other Museums (local and out of area)

Partners:

Waitt Interactive – Web programming
 laurie and charles photographs – Photography
 visual+utility – Motion Graphics/Video

Contact Information:

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