

26 March 1974

Don Otto -

Belle
Mrs

By the time ~~that~~ you read this letter I imagine that either Ralph or I will have ^{been} spoken to you about arranging a meeting to bring us all up to date concerning any progress made toward raising funds for the museum to purchase the Collection of Tasks and Paintings etc. ^{I would like to suggest a few topics to discuss} ~~I think that the following topics should form an agenda for the meeting.~~ ^{as an}

First of all know that two months have passed since our ~~the~~ exhibition opened at the museum I have had an opportunity to observe how the organization of ^{our museum} ~~the~~ fund raising project has operated. I think that it is time to make some ~~suggestions and~~ changes which will make this project more efficient and ease the burden that it has placed on museum personnel ^{thus} ~~and~~ allowing them to pursue their other fund raising activities.

First of all I believe that this project is suffering from a lack of efficient coordination and communication. This is primarily due to the fact that the main people involved - Ann Timely, Cornelia Blake Roly Penn Ralph Carr, Don Otto and Stuart Bentley are all very busy people with many

Recently, I have never lost the idea of having the chief fundraiser for the future museum handle our projects.

Symon Mitch Thursday
Anatol 11:00

other activities and responsibilities to attend to and with limited time in which to do them. Thus it is very seldom that all of us are able to get together at one time to discuss problems and plan strategy. Because Ann Tinsely is the primary fund-raising coordinator for the very important ~~fund-raising~~ project which the museum is undertaking, her attentions time and attention must necessarily be divided among several worthy fund-raising projects at the same time. When dealing with a prospective donor I imagine that she must ~~the~~ have to decide which of the museum's many needs ought to be addressed. ^{fund-raising} Because I personally think that class rooms and teaching equipment and renovation cost ^{more} ~~rate~~ higher, the scale of priorities an institution prioritizes than a collection of bird paintings. I believe that ~~this~~ ^{our} ~~beginning~~ project is bound to suffer when the time comes to ~~approach~~ approach donors. I do not think that this has to be so. Having been involved with many ^{institutional} fund-raising activities in the past, I appreciate the realities of competition, but ~~the~~ I really

Difficulty
lack of combining
efficiency of
authority

Unnecessary
competition with
other institutions
activities

would like to have a ^{better} fair chance
to compete which I believe is rendered
difficult by the current structure
of our fund raising "Committee."

One ^{additional} important aspect about the
acquisition of the Bentley collection to
which the Museum of Science and History ^(~~the Bentley family of its own~~)
is ^{peripherally} concerned is that the
collection is ^{currently} ~~the~~ bound up with the Bentley
business, namely the financing of the
Book titled "Of Birds and Trees." A loan
of \$300,000 was granted to the Bentleys by
the Comp Bank National Bank using all
the Bentley ^{Book} ^{in purchasing the work} paintings as collateral. It
was the intent ^{shown by} of the Museum Board of
Directors, that encouraged the Bank to
grant the loan to the Bentleys. ~~That is~~
~~is in~~ Though the museum has eight
years in which to purchase the collection,
it is ~~in~~ ^{intend of both parties} primarily in the Bentleys' ^{and the museum's}
future to raise the money as soon as
possible ^{in order} to cut down on ^{the Bentleys'} substantial
financing costs and to release ~~any~~ ^{the} liens that are on the works. The following
measures, I think, will ~~shape~~ ^{shape} the
fund raising project more efficiently and allow
the people concerned to make better use
of their valuable time. (See list)

Most fund-raising Projects succeed
by creating an interest among prospective
donors and by maintaining that momentum.

Our project began with a very successful
opening, at the Museum which generated
a great deal of good will and enthusiasm,
but I think that the early momentum
has been dissipated through conflicting
~~interests, or other~~ commitments, lack of coordination,
and following through with those ^{potential donors} who
have expressed an interest. I believe that
by concentrating the day to day ~~business~~
management in ^{my} hands and under
my authority, ^{with me being answerable to Don Otto the Director} the fund raising efforts will
be made more efficient. The ^{past} experience of both
Ralph and myself will assure that ^{all} donors
will be handled with consideration
and discussion and with good taste, ^{so that} ~~that~~
We ~~we~~ can better satisfy the ~~needs~~ ^{interests} of
the donors, the Museum of Science and History
and ourselves by such a reorganization.

~~XXXXXXXXXX~~
1) The ^{primary} decision-making and authority for running the day to day aspects of collecting donations and dealing with donors and picking donors to be mine. and I will deal directly with Ben Otto.

2) All dealings ~~with~~ between the Museum and the Bonaparte Bank are to be coordinated through me or my agent, Ralph Carr.

1) ^{any promises} Donors who contact the museum ^{concerning} the ^{2nd} ^{colony} should be directed to me or my agent.

2) All donations are to be made payable to the Museum of Science and History.

3) ~~All donations to be made payable to~~ All such payments received by the museum shall be paid to the Bonaparte National Bank within two weeks of receipt by the Museum.

4) I ^{or my agent} ^{by mail} should be informed ^{by mail} of any new donors ^{by mail} within 2 weeks of said donors if the donors are not sent to me to deal with, as

5) I or my agent should be informed of the terms of the donation if donors deal only with the museum.

6) There should be a meeting during the first week of each month to assess ^{the} progress of the project and to coordinate the lists of donors or prospective donors.

Monthly meeting