



# ALL ABOARD!

## —THE CAMPAIGN FOR—

### LAKES REGION MODEL RAILROAD MUSEUM

# DONOR Q&A



**Where is LRMRM located?**

We are centrally located in downtown Wolfeboro on Railroad Avenue, with parking and EV charging stations, close to the docks, restaurants, and stores.

**Is the building ADA-compliant?**

Yes, with an access ramp and ADA bathroom.

**How many visitors a year do you anticipate being able to accommodate?**

We are projecting 5,000 paying visitors for the first full year of general operations. Our central location should easily support these numbers, projected to rise to 10,000 by the third year.

**Who is your target market?**

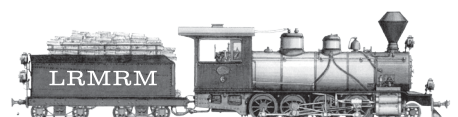
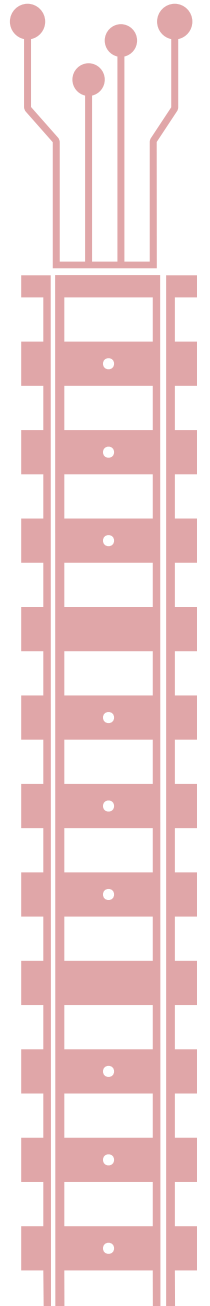
The visitor who is interested in an introduction to Wolfeboro and its railroading history. This visitor is a vacationer, driving through town, staying for a short while, a resident's guest, off the boat for a couple of hours, or from a leaf-peeping coach. Another target audience is youth, those interested in visiting the Museum multiple times, joining the Youth Club, or participating in the STEM program. Adult hobbyists, parents, grandparents, and caretakers comprise another target audience, as well as schools, local clubs, and camps. Finally, given our central location in downtown Wolfeboro, within easy walking distance from the docks, shopping, restaurants, and the Chamber of Commerce, we anticipate benefiting from walk-ins.

**How did you calculate your attendance numbers?**

We analyzed attendance and trends at four museums in the Lakes Region. Their attendance ranges from 3,000 to 20,000 visitors annually, none of which are walk-in.

**How will the Museum be staffed?**

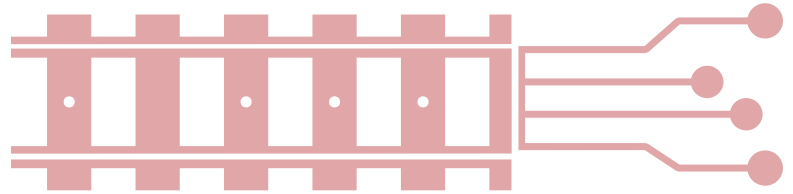
The Museum Director and office manager will be hired to assist with the Launch well before opening to the public. Additionally, volunteer docents and Board members will actively participate in operations, community relations, and fundraising. Part-time, temporary staff will also be hired to assist during the 16 weeks of summer and early fall.



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#### What will the Museum hours be?

For the 16 weeks of the summer and early fall, the Museum will be open for six days/week, 8 hours per day. We will be open on holidays to the general public. During the winter and spring, we will be open for STEM related group activities.

#### Do you have a three-year financial plan?

Yes. LRMRM has a three-year financial plan that includes revenue from capital campaign payments, membership, entrance fees, program fees, and fundraising.

#### How will donated funds be managed?

Campaign funds are held in a restricted account and will be kept separate from operating funds.

#### How will capital campaign funds be used?

Campaign funds will be used to complete Phases II, III, and IV. **Phase II Infrastructure.** New energy-efficient HVAC systems, bathrooms, electrical and plumbing, and Museum housing. **Phase III Inside the Museum.** This Phase includes the planning and installing the interior displays and exhibits, benchwork, trackwork, scenery, software, hardware, and rolling stock. Phase III will end when the museum, with its layout, is ready for public presentation and use. **Phase IV Launch.** The last phase consists of the remaining scope of work necessary to open the Museum to the public on a daily, year-round basis and provide access to the entire collection. Our focus will be on hiring the Museum director well before opening, start-up marketing and membership promotion, and events. The net cost for staffing and start-up operations for the first two years are a part of this phase.

#### How will my gift be recognized?

The Museum will recognize each gift with personal communication from the Museum to the donor that is appropriate for tax purposes. Additionally, there will be facility naming opportunities and other forms of recognition. Please see our Facility Naming Opportunities.

#### How can I donate to the capital campaign, and what kinds of donations does the Museum accept?

We accept gifts of cash, pledges, securities, corporate matching gifts, donor-advised funds, and bequests. There are several ways to donate to the Campaign:

Online at [lrmrm.org](http://lrmrm.org)

By check payable to the LRMRM. Please mail to—

**P.O. Box 713  
Wolfeboro, NH 03894**

By credit card, please visit [lrmrm.org](http://lrmrm.org)

For gifts of pledges, securities, corporate gifts, retirement plan assets, donor-advised funds, and bequests, please call **John Simms at (603) 569-9474.**

Gifts may be given by an individual, family, business, in memoriam, or honor of someone. Any donor may choose to remain anonymous.

#### Can I contribute over a period of time?

Yes, the capital campaign spans a pledge period of three years. We appreciate all gifts that suit your needs within those three years.

#### Are gifts tax deductible?

LRMRM is a federally registered 501(c)3 nonprofit organization. Its Federal Tax Identification Number is 81-4713449. Donations are tax-deductible to the extent allowed by law.

