

# 21<sup>st</sup>-Century Confederate Heroes

## Retire Museum Bank Debt and Fund Forrest Plaza

### Objective:

Raise funds sufficient to pay off the \$1.1 million bank note due July 2025 and fund completion of the Forrest Plaza.

### Fund Raising Plan

For a donation of \$1,000.00<sup>1</sup> from 1,500 individuals, groups, or businesses the donor will be entered into the Sons of Confederate Veterans' *Book of 21st-Century Confederate Heroes* and receive the following special awards.

### Awards for Donors

Those donating \$1,000.00 to the *21<sup>st</sup>-Century Confederate Heroes* debt retirement/Forrest Plaza fund will receive special recognition from the National Sons of Confederate Veterans consisting of:

1. Individuals and groups will be given a full page in one of three volumes of the SCV's *Book of 21st-Century Confederate Heroes*. The individual will provide information about the individual's ancestor, family, or any other topic the individual would like to memorialize.
  - a. Book to be published in three volumes of 500 pages each, with color photos—a limit of three photos per page,
  - b. Faux leather or other covering creating a “coffee table” or “display” book appearance,
  - c. Master copy of the three-volume set will be housed in the Museum,
  - d. All submissions are paid submissions—no “free” submissions for National or Division Officers. Example: An entry for a past CiC must be paid for by the individual or by someone on his behalf,
  - e. Each book is divided into sections,
    - i. Past and current National Officers—one page for each National Officer—organized alphabetically by donor's last name,
    - ii. Past and current Division Officers—divided by Division, one page for each Division Officer—organized alphabetically by donor's last name,
    - iii. SCV members—one page per member, organized alphabetically by last name. If a donor wishes to honor his Confederate ancestor—see iv below,
    - iv. Donor's Confederate ancestor(s), organized alphabetically by donor's last name,

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<sup>1</sup> Donors should check with their tax accountant for possible tax exemption for their donation.

- v. Southern Heritage organizations—one page, organized alphabetically by organization’s name,
  - vi. In Memory Of: For those wishing to dedicate a page to a loved one or friend who has crossed over the river—one page, organized alphabetically by donor’s last name.
2. Each \$1,000.00 donor will receive a copy of the *Book of 21<sup>st</sup>-Century Confederate Heroes* containing their entry,
  3. Individuals will receive a one-time-only, specially-designed, neck ribbon. The neck ribbon will be given to the donor when they make the initial payment with the understanding that it is National SCV property until full payment is completed,
  4. Organizations (camp, division, or non-SCV organization) will receive a banner for their group’s flag in lieu of a neck ribbon,
  5. All donors will receive a certificate suitable for framing designating the individual or group as a “*21<sup>st</sup>-Century Confederate Hero*,”
  6. Individuals and groups: a paver placed on the Heroes Walkway, with the donor’s name, and his/her Confederate ancestor or individual he/she wishes to honor,
  7. Individuals and groups may submit a PowerPoint slide with a photo and appropriate captions about their submission to be shown on large screen TV at the Museum,
    - a. Large screen TV will run a continuous loop displaying submitted PowerPoint slides,
    - b. If possible, the TV will be programmed to allow an individual to access and display for two minutes their PowerPoint slide submission (only one slide submission per donor),
    - c. Assistance is available for those who are not conversant with PowerPoint.
  8. Lagniappe: The Lt. CiC will provide twelve, cotton, sewed, Forrest flags to be flown at the Forrest Plaza. Each month, after the dedication of the plaza, a drawing will be made from the list of the *21<sup>st</sup>-Century Confederate Heroes*, and the winner will receive the Forrest flag with appropriate provenance.

### **Walkway of 21st-Century Confederate Heroes**

Both sides of the Walkway, from the Museum front entrance toward Elm Springs or Forrest Plaza, will be designated “Walkway of 21<sup>st</sup> Century Confederate Heroes.” At each end of the Walkway, information about the Walkway will explain that it is in honor of individuals and organizations who contributed to retiring the \$1.1 million bank mortgage on the Museum and funding the restoration of the Forrest Plaza.

## **Large Screen TV**

A large-screen TV will be set up at the entrance of the Museum. The TV shall be set up as soon as possible and show the slides received from those who have paid in full. New PowerPoint slides will be added as full payments are made and the donor provides his slide.

## **Target Audience**

1. SCV members or Friends of the SCV,
2. SCV Camps: We currently have over 800 camps,
3. Division Officers past and current,
4. Past and current National SCV officers,
5. Individuals seeking to honor the memory of a loved one who has crossed the river,
6. Individuals seeking to honor their Confederate ancestor,
7. Businesses and professionals who wish to be recognized as a supporter of the Museum,
8. Southern Heritage organizations

## **Payment Methods**

1. Donations may be paid in full or in part over an 18-month "easy payment" plan,<sup>2</sup>
  - a. Individual will set up a recurring account payable to *21<sup>st</sup>-Century Confederate Hero*, or
  - b. Make periodic payments via check or credit card,
2. Once complete payment is made, the donor will receive all his incentives,
3. Donations are non-refundable,
4. The C-i-C in consultation with the GEC shall determine if a requested donation comports with the SCV's Constitution, By-Laws, and the Charge.

## **Summary of Incentives**

The following is a summary of what donors will receive for their \$1,000.00 donation:

1. A full page in the book *21<sup>st</sup>-Century Confederate Hero* for donors who provide information regarding personal accomplishments, ancestors, or someone he wishes to memorialize,
2. A copy of the book containing the donor's submission,
3. Neck Ribbon for individual,

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<sup>2</sup> Checks should be made payable to National SCV with a notation "21<sup>st</sup> Century Heroes" in the "memo" or "For" section of the check.

4. Paver to be placed on the Walkway of Confederate Heroes,
  5. Certificate designating individual as a “*21<sup>st</sup>-Century Confederate Hero*,”
  6. The individuals’ submitted data, with the individual’s permission, prominently displayed at the museum via a large-screen TV.
  7. An organization (camp, division, or non-SCV organization) will receive a streamer for their group’s flag in lieu of a neck ribbon.
  8. All donors will be eligible to win one of the twelve Forrest flags flown the first year over the Forrest Plaza. Drawings for flags will be held each month of the year following the dedication of the restored Forrest Plaza.
- A plaque or other suitable device (such as a QR code linked to a Word document) etc. will be placed at the entrance or near the Forrest Plaza identifying those who donated to the rebuilding of the Forrest Plaza. This includes the *21<sup>st</sup>-Century Confederate Heroes* plus anyone or organizations that, before this fund-raising effort, donated \$1,000.00 or more for the restoration of the Forrest Plaza.
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