



# News & Notes

Issue 3 Fall, 2008

[www.childrensmuseumrochester.org](http://www.childrensmuseumrochester.org)

The Children's Museum of Rochester (CMR) is a nonprofit organization dedicated to creating and maintaining a permanent children's museum in our community.

We're all local parents—educators, businesspeople, stay-at-home parents, healthcare professionals—with the dream of providing children the opportunity to discover the world around them in a hands-on, personal way.

**President** – Scott Liebl  
[scott@childrensmuseumrochester.org](mailto:scott@childrensmuseumrochester.org)

**Vice President** - Melissa Brinkman

**Secretary** - Kim DeKeyrel

**Treasurer** - Bethany Minot

#### **Committee Chairs**

#### **Communications:**

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#### **Exhibits:**

Nicci Watson

#### **Finance:**

Bethany Minot

#### **Fundraising:**

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#### **Site Selection:**

David Strauss

Questions? Want to volunteer or contribute?

Find more information on our blog,  
<http://0079954.netsolhost.com/cmr/>  
or E-mail us at

[info@childrensmuseumrochester.org](mailto:info@childrensmuseumrochester.org)

## Children's Museum of Rochester Launches a Fundraising Study Professional Consultant Will Assess Support Among Potential Donors

Our efforts to establish a Children's Museum of Rochester are one step closer to reality with the hiring of a group of fundraising experts who specialize in nonprofit organizations. CMR board members voted to hire the Steier Group, an Omaha-based national fundraising and development firm which has been involved in similar successful efforts for children's museums in Duluth, Madison, Jackson (MS), and Omaha.

Initially, the Steier Group will conduct a fundraising feasibility study, which includes contacting and interviewing potential large donors in town to assess the level of support for a children's museum in town. The consultant will be in Rochester for five weeks later this fall completing the study.

If the outcome of the Steier's feasibility study shows a high level of interest from potential

donors (as members of the CMR board expect, given that our own previous surveys show high levels of community support for the idea), then CMR would proceed with a full-fledged capital campaign. At that point, the Steier Group could then be hired to facilitate the capital campaign as well. The capital campaign would likely last six to nine months.

"We are thrilled that the Steier Group is helping us take our project to the next level," says CMR president Scott Liebl. "This is a concrete step that all start-up museums take, and it means we're one step closer to realizing our dream," Liebl says. "We're excited to see the results of the feasibility study and believe it will show strong support and excitement for our project."

Look for the results of the feasibility study in our Winter, 2009 newsletter.

## We're out and about in the community!

Listen and look for the Children's Museum of Rochester at these upcoming events:

- An appearance on Tracy McCray's radio show on KROC in late October
- A press conference kicking off our feasibility study in late October or early November
- An event during Rochester's Winterfest

Check out [www.childrensmuseumrochester.org](http://www.childrensmuseumrochester.org) for more information.

## Did You Know?

- The oldest children's museum is the Brooklyn Children's Museum, which opened in 1899. The children's museum field is 109 years young!
- The largest children's museum is The Children's Museum of Indianapolis, which has a total of 433,000 square feet.
- In 1975 there were approximately 38 children's museums in the United States. Eighty new children's museums opened between 1976 and 1990. Since 1990, more than 130 have opened. There are approximately 80 children's museums in the planning phase (including ours!).
- Children's museums represent the fastest-growing segment of the museum industry.

Source: Association of Children's Museums

## Don't Google It. GoodSearch It.

The Children's Museum of Rochester is now registered with the new, charity-friendly search engine GoodSearch.com and the new online marketplace GoodShop.com. With every web search you make through GoodSearch.com (which is powered by Yahoo and yields great search results), the Children's Museum of Rochester will receive a donation. And with every purchase you make through GoodShop.com, a percentage of your purchase goes to the Children's Museum of Rochester. We are trying to earn \$500 this year from GoodSearch, which will help pay for our fundraising feasibility study.

Dear CMR Supporter:

Thank you for your ongoing interest in the Children's Museum of Rochester. We look forward to the day when you and your kids can join us in the museum for hours of educational fun!

We have arrived at a critical juncture in our efforts to establish the museum. We need to pay an estimated \$15,000 to the Steier Group, a team of fundraising professionals who specialize in nonprofit start-ups. The Steier Group will be contacting and interviewing potential large donors for us this fall as part of a feasibility study we must complete before we begin our full-fledged capital campaign.

While many of the CMR board members will be chipping in to pay for the study (which is a routine step in the establishment of most museums), we would also appreciate any monetary donations you can make. Please consider donating \$25 (or any amount) to help us cover the costs of the feasibility study and to bring us one step closer to our goal.

To donate to the Children's Museum of Rochester, please mail your contribution to:

Children's Museum of Rochester  
PO Box 6681  
Rochester, MN 55901-6681

All donations are tax deductible. Please include your name and email address with your donation, if you would like us to email you a tax receipt rather than sending it via US Postal. Thank you for your generous support!

## Getting to Know Us

The Children's Museum of Rochester began in 2006 with a small group of Rochester-area parents meeting to discuss their dream of opening a children's museum. The group has grown to include more than 20 board members—and many other volunteers—sharing their professional expertise and personal enthusiasm for the project. Read on for a little more information about three leaders of the CMR:

### Scott Liebl, President

Scott Liebl was one of the original three founders who incorporated the Children's Museum of Rochester in 2006. Scott, a native of northwestern Minnesota who now lives in Pine Island, is a software engineer at IBM and the father of kindergartner Hannah and 2-year-old Zachary. Scott and his wife Amy originally hatched the idea for a children's museum in Rochester after visiting a children's museum in Fargo with his nieces and nephews. Says Scott: "I look forward to bringing my family one day to the CMR Grand Opening!"



### Melissa Brinkman, Vice-president

Melissa Brinkman is a Rochester native and graduate of Lourdes High School. After high school she went on to college and spent many years living in other parts of the country. After getting married, Melissa and her husband, Robert, decided to move to Rochester to raise a family. They now have two kids, a first grader, Ashleigh, and a kindergartner, Jaxson. Melissa's day job is Director of Customer Services at Custom Alarm/Custom Communications, Inc. She serves on the CMR's Site Committee. She is also involved in the United Way, Rochester Area Chamber of Commerce, and the Rochester Area Economic Development, Inc.



### Kim De Keyrel, Secretary

Kim is a Rochester native who graduated from Mayo High School and returned after college to raise her two children, Kylie, 5, and Carson, 2, with her husband Alan, owner of Corporate Web Services, Inc. Kim is also a realtor with Keller Williams Premier Realty. Being a former teacher, Kim believes the museum will be a great place for children of all ages to learn about many different things as well as have fun. Kim serves on the CMR's Exhibit Committee, which is responsible for bringing the exhibits to life and making sure that all exhibits built and brought in are not only fun and exciting, but educational.

