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**KIDZEUM TO CONDUCT CAMPAIGN ASSESSMENT**

FOR IMMEDIATE RELEASE:

Springfield, Il- The drive to bring back to life a children’s museum in Springfield continues to be the goal of area officials.

“Beginning this week we’ll conduct a campaign assessment in hopes of getting the opinions and concerns about our plans from those who’ve been identified as potential supporters,” said Rachael Thomson board president of the newly created Kidzeum of Health and Science. “We are hopeful that those who are considering joining our project will take on this vital task of participating in the evaluation through a personal interview, a mail survey or online.”

The Steier Group, a national fundraising and development firm based out of Omaha, Neb., will conduct the assessment. The study will provide Kidzeum with the important factors needed to determine capital campaign readiness.

“Among the most significant results we’ll obtain through the study are: how much money we may raise in a capital campaign; how that money should be spent; and who should assist us as leaders,” said Thomson. “Participants will provide us with the answers to these questions.”

Included in the items to be tested for support are: the construction of a new facility and exhibits; creation of an endowment to ensure long-term viability; and operating costs for two years.

“The success of children’s museum nationwide and that of other area attractions has encouraged us to move forward,” said Thomson. We believe the community is ready to welcome and support a new venture in child education and learning,” said Thomson.

The study will take five weeks to complete. The results will be presented to Kidzeum leadership in early September.

