

(Heisey News Article for August 2011)

More than 100 years ago, John D. Rockefeller said: "You never need to apologize for asking someone to give to a noble cause."

**The Gordon and Darlene Cochran
National Heisey Glass Museum Endowment
Matching Funds Challenge**

By now many of you have heard the news about the matching funds challenge that was announced at the HCA Convention in June.

The specific goal of this campaign is to raise \$250,000 for the purpose of matching the \$250,000 Gordon and Darlene Cochran have generously agreed to match dollar for dollar. The overall goal of this campaign is to increase the National Heisey Glass Museum Endowment Fund by \$500,000 to ensure the future of the Heisey Glass Museum. The Campaign will run from April 8, 2011 until August 1, 2012.

Our aim is to strengthen the museum's endowment to sustain the museum's future and the legacy of Heisey Glass. The importance of this campaign to the future of the National Heisey Glass Museum cannot be over stated. Growing the Endowment Fund will help secure the future of the museum by providing additional monies used to supplement reduced operating expenses, the result of declining HCA membership.

All donors to the campaign will have the opportunity to be recognized for their contributions. There will also be the opportunity to donate to the campaign anonymously. All gifts will be acknowledged to the individual donor.

Chart of Giving Levels:

Crystal	\$100 - \$249
Flamingo	\$250 - \$499
Sahara	\$500 - \$999
Moongleam	\$1000 to \$2500
Cobalt	\$2500 - \$4999
Tangerine	\$5000 - \$9999
Alexandrite	\$10,000 and above

What can you do to help? Please make a contribution regardless of the amount. Everyone has an individual level of giving that only they can decide. Help the HCA Board with the campaign. No Board Member is a professional fundraiser. We need to solicit donations outside of the HCA membership. This includes national as well as local family trusts or endowments that give to capital campaigns.