

# STANLEY M. BARATTA

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November 13, 2010

Robert Kent  
President  
PACIFIC BATTLESHIP CENTER  
615 Centre Street, 301  
San Pedro, CA 90731

Dear Robert,

The following is a summary of our plan to raise local funds for Pacific Battleship Center, a 501c3 non-profit corporation.

As with all fundraising plans for non-profits, we begin with a Development Committee whose mandate will be to create a five-year plan to raise \$15million in funds from a broad-spectrum of Los Angeles and Orange County constituents. The key factor will be the Development Committee and its Chair-person, who will provide the leadership critical to our success. The Chair's prominence will attract a peer-level of substantial donors. The Chair's primary responsibility will be the identification and solicitation of a select group of major donors, culled from the extensive list of Donor Prospects we have identified.

This process can only be initiated when we have a bona fide offer for a berth-site and a commitment from the U.S. Navy for the U.S.S. Iowa. No philanthropist or corporate community leader will commit to our fundraising goals without this.

The key areas of fundraising will include:

- (1) **Major Gift Donor Solicitations.** We have created a select list of Chair-person prospects based on historical perspective of key community leaders. They have been rated and researched as have our master list of Major Donor Prospects.
- (2) **Corporate and Foundation Grants.** We have identified several key local private and corporate foundations whose mission and funding history is compatible with our objective. Our second phase of grant proposals may also include national foundations.
- (3) **Direct-Mail.** The direct-mail campaign will be conducted by direct-mail house, *Fundraising Strategies*, in MacLean, VA. *Fundraising Strategies* is contributing

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approximately \$500,000 per year toward a \$100,000 million campaign for Pacific Aviation Museum. We have raised \$25 million to date for the Museum.

- (4) **Special Events.** Special Events will include parlour meetings, luncheons, concerts, symposia, and testimonial events to present our compelling mission in a variety of public and intimate settings to attract potential donors.

I will also create:

- (5) **Menu of Donor Gift Opportunities.** This will provide prospective donors with an organized outline of our needs.
- (6) **Development Calendar.** The Development Calendar will include special events and scheduled one-on-one solicitations as well as a complete foundation grant submission plan for the entire year. A major component of the Development Calendar will be a schedule the Board can review at every Board meeting to measure progress and to review potential linkage with foundation executives and board members. (This will be coordinated with a grant-writer under separate contract.)
- (7) **Ancillary Materials.** Development of all materials including a capital campaign book, press-kits, pledge cards, promotional dvd's, etc.

The overall strategy is an initial 5-year plan to raise approximately \$15million. (I understand Becky Beach will raise similar funds from the state of Iowa and from federal grants.) The Los Angeles campaign is phased as follows: **2011** - \$600,000; **2012** - \$1,400,000; **2013** - \$2,000,000; **2014** - \$5,000,000; **2015** - \$6,000,000; **Total: \$15,000,000.** This is a conservative estimate based on the current economic environment. The recession has created a climate of caution but this is beginning to change and we are very optimistic going into 2011.

Robert, as you know, I have been engaged in the Los Angeles non-profit fundraising community for over 30 years, and have been involved in many capital campaigns for major institutions such as Brandeis University, American Jewish University (University of Judaism), Zimmer Children's Museum, The Weingart Center, Pacific Aviation Museum, and more.

This is an exciting project for Greater Los Angeles, and I believe corporate and philanthropic community leaders will eagerly step-up to the plate and help to create a wonderful new attraction for our city. I am committed to doing my part.

Warmest regards,

Stanley M. Baratta  
Attachment: Consulting Summary