



# MUSEUM OF THE AMERICAN REVOLUTION

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**Museum Studies Fieldwork Seminar**  
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# M\*AR Institutional History



- Founded on April 19, 2017 (242nd anniversary of the Battle of Lexington & Concord, first battle of the Revolutionary War)
- Dedicated to “the diverse people and complex events that sparked America’s ongoing experiment in liberty, equality, and self-government”
- Because of the museum’s emphasis on the continuity of history and the values of the Revolution, they prefer not to be referred to as just the “Revolutionary War Museum”

# M\*AR Institutional History (cont.)



- Located in Historic District of Philadelphia, a five-minute walk from Independence Hall where the Declaration of Independence and Constitution were signed
- Separate entrances for general visitors and school groups
- Museum educators have acknowledged that the presence of cannons outside the museum can create an intimidating impression for some visitors, although kids enjoy playing on them

# M\*AR Institutional History



- Interactive digital displays, life-size dioramas, immersive exhibits
- Six-pointed star (seen in the banner of each slide) appears frequently around the museum (including in its stylized abbreviation “M\*AR”) and comes from George Washington’s Headquarters Flag, on display in the galleries



*George Washington's  
Headquarters Tent  
1777 - 1778  
Linen, wool  
Displayed in the Alan B.  
Miller Theater*

George Washington's Headquarters tent is one of the museum's most treasured objects. Displayed behind a glass screen, the tent is revealed to audiences after a short film about the War and Washington's involvement as General. The museum also has a handmade replica tent that they lend to other museums around the country. This is how I first learned about M\*AR, while interning at the New-York Historical Society last summer and working with the replica and M\*AR educators.



*18-foot replica of America's first Liberty Tree*

Liberty Trees were the early meeting-places for colonists planning their revolt against the British Empire.

The replica is 18 feet tall and made of steel, foam, and epoxy putty painted to resemble weathered bark. It has nearly 24,000 leaves. A piece of the Annapolis Liberty Tree from 1775 is embedded in the replica as a touchable element.

The museum hopes that the gallery is immersive and visitors will feel “transported back to the Revolutionary era” when walking under the tree’s branches.



*Oneida Indian Nation wax figures*

The Oneida Indian Nation gallery highlights the role Native Americans played in the Revolutionary War, as part of M\*AR's mission to tell diverse stories often omitted from history textbooks.

These figures were modelled after members of the Seneca and Tuscarora nations and feature their voices in narrative voice-overs.

The museum atrium is also named after the Oneida Nation, who made a very generous \$10 million gift to the museum in its founding stages in 2012.

# Mission Statement

## Mission

“The Museum uncovers and shares compelling stories about the diverse people and complex events that sparked America’s ongoing experiment in liberty, equality, and self-government.”

## Vision

“To ensure that the promise of the American Revolution endures.”



## Values

- Integrity
- Inclusivity
- Collaboration
- Discovery
- Empathy
- Stewardship
- Sustainability



# Accessibility

## Examples of existing policies

- Sensory Guides, sensory kit backpacks, quiet rooms
- Touch Tours (advance request required), Touch Guides, Visual Description audio guides
- Transcripts of audio guide tours, ASL tours (advance request)
- Free admission for Personal Care Attendants and service animals
- 1,941 people visited using Art-Reach's ACCESS Philly cards in 2019

## Ongoing Education Department projects

- Braille maps that the visitor can hang around their neck
- M\*AR Social Story accessible as a PDF on the museum website

# My Internship Experience

## Membership

- Supervisor: Membership Manager
- Responsible for knowing the seven levels of membership, each with their own benefits, annual fees, and renewal procedures
- Main project: working on upcoming Founding Member renewals (Founding Members are those who purchased a membership prior to April 30th, 2018 and demonstrated commitment and trust in the young museum's goals.)
- Other projects: weekly membership sales reports, general membership renewals, gift batching, constituent record maintenance, appreciation events
- Gained familiarity with Raiser's Edge and Galaxy softwares

# My Internship Experience

Mark D. Adamson

File Edit View Constituent Letter Favorites Tools Help

Save and Close

Attributes Media Actions Honor/Memorial Volunteer Prospect Membership Events Bio 1 Bio 2 Addresses Addressees/Salutations Relationships Appeals Notes Gifts

Biographical

Last name: Adamson Aliases

First name: Mark

Middle name: Daniel

Titles: Mr.

Suffixes: III

Nickname:

Maiden name:

ID: 3

Gender: Male SSN: 269-53-1152

Birth date: 09/23/1954 Age: 47

Deceased? Date:

Marital status: Divorced

Spouse:

Solicit code: Do not phone at work

Preferred Address: Home

Country: United States

Address lines: 125 Smokerise Way

City: Charleston

State: SC South Carolina

ZIP: 29401 DPC:

Phones/Email/Links

| DNC | Type  | Number/Email... | Shared?       |
|-----|-------|-----------------|---------------|
|     | Home  | 843-798-6698    | Not Shared    |
|     | Email | madamson@s...   | Cannot be ... |

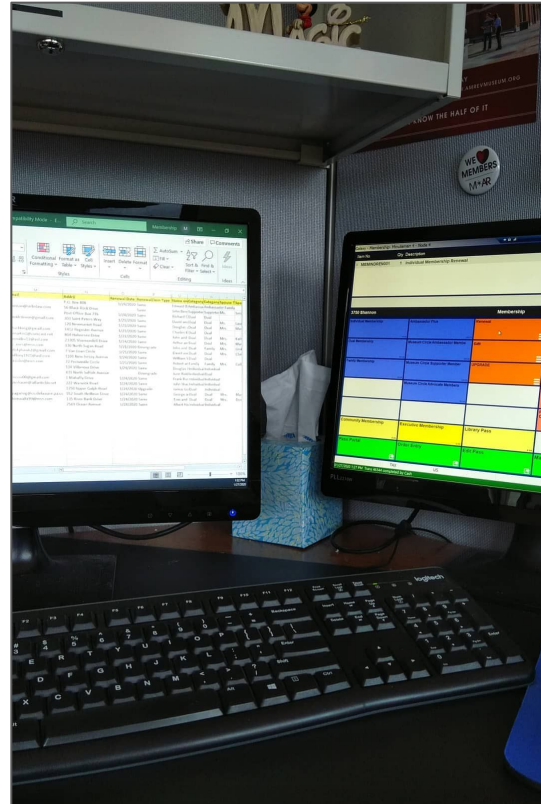
This constituent

Is inactive  Is a solicitor

Gives anonymously  Has no valid addresses

Requests no e-mail

This is an example of what a constituent record on Raiser's Edge would look like. The information must be consistent with the data in Galaxy.



This is a picture of my desk. The left monitor shows an Excel spreadsheet with the information (ex. names, member IDs, addresses) for those renewing their memberships. The right monitor shows the Galaxy Ticketing database where we renew and issue cards and access membership sales history.

# My Internship Experience (cont.)

## Development

- Supervisor: Director of Development
- Did not get much experience in Development before internship was terminated due to COVID-19
- Museum Board Analysis report
- Prospective donor research
- Learning grant writing



Washington's Headquarters Flag

1777 - 1783

Silk, linen

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