

ON DECEMBER 1st BE A PART OF
#GIVINGTUESDAY

America
ON WHEELS

Dear Friends & Enthusiasts of America On Wheels Museum:

Despite the many difficulties we all faced — America On Wheels Museum is going to look back at 2020 and recall how well things were going before the Pandemic. At the start of the New Year, the economy was good and the museum was benefiting from that. Admissions were increasing. Museum membership was growing. Facility Rentals and school field trips were booked out through June. We had special events planned each month, sometimes two per month. Then COVID-19 became a reality and everything came to a screeching halt.

It is extremely obvious that museums will need more time to recover than many other businesses that also had to close. We believe it will be very difficult for AOW to recoup the revenue lost from being closed for 5 months. Many of our expected visitors are still hesitant to venture out to public institutions over concerns of the virus. Due to the continued mandated restrictions on the amount of people allowed to congregate, we are unable to accommodate many requests for facility rentals. Even our planned outside events are subject to these limitations. As we continue to face these many challenges, we are maintaining a steadfast commitment to providing our visitors an enjoyable, entertaining and educational museum experience. We truly believe that our community will successfully emerge from the pandemic and stay strong. One of our important income areas comes from Foundations and Corporations. However, most of our regular donors have redirected their contribution to help struggling Americans which is 100% understandable.

As this is traditionally the time when many people are open to giving of their treasures, we're hoping you will want to support all that America On Wheels has to offer including: Outstanding displays of classic and rare vehicles, educational tours and entertaining family events. We have set an ambitious fundraising goal of \$50,000. Our Annual Appeal/Giving Tuesday will help support:

- The manufacture and installation of a Digital full color electronic message sign for the front of the Museum announcing Changing Exhibits, New Arrivals, Special Events and even our Kid's FREE Weekends for 12 and Under. (A \$10,000 pledge has been secured for this project to date)
- The creation and production of our Virtual Tours for lecture series, school field trips and exhibit changes. This is necessary due to the pandemic and the increase of Virtual Tours
- Assist with continued Museum operations as we are committed to keeping our doors open so all can enjoy the many treasures within our galleries



**THANK YOU FOR
YOUR SUPPORT OF
AMERICA ON WHEELS!**





Your 100% tax deductible contribution will enable the Museum to continue to provide our visitors with opportunities to be educated, enthralled and entertained. Every dollar counts. As you can imagine, none of this is possible without the support of individuals like you who believe that museums provide an important service to the communities in which they are located. We hope you visit our website, "Like" us on Facebook and visit to enjoy our exhibits and events. Please help us continue the good work being done so that future generations will enjoy the life-long education that occurs within our

Museum as it takes you on an entertaining adventure. Please detach the form below and return it with your contribution. Or make your tax-deductible gift at www.americaonwheels.org by clicking on "Support". We remain grateful to all those who donated, sponsored, volunteered or became a member this year.

This pandemic struck all of us hard. **Your support is essential** for America On Wheels Museum to continue to offer outstanding exhibits, educate our youth, provide a unique venue for social and corporate celebrations and provide entertaining family events. As we make our way towards the New Year, we hope and pray you and yours have been healthy, stay healthy and have continued success and happiness this year, next year and many years to come.

HOW YOU CAN HELP US GET THROUGH THE PANDEMIC?



Every dollar helps — consider making a contribution



Become a member or a volunteer at the Museum



Spread the word on Social Media and promote America On Wheels Museum

As we look into 2021, we understand there will be continued obstacles to navigate due to the pandemic... but the level of devotion at America On Wheels remains outstanding and we will continue to move the Museum forward. Thank you for your consideration to help our Annual Appeal/Giving Tuesday opportunity. Take care and stay well.

Treasure the day,

Linda Merkel

Linda Merkel
Executive Director

Keith Flickinger

Keith Flickinger
Board of Directors – President

YES! I WOULD LIKE TO SUPPORT AMERICA ON WHEELS BY MAKING A DONATION!



5 North Front Street
Allentown, PA 18102

Please verify the information printed on this form is correct and return this portion to us in the enclosed envelope. Make checks payable to America On Wheels. If you have a question about your gift or need to make a change to your gift, it's as easy as a phone call or email.

CHECK CASH CREDIT CARD
 VISA AMERICAN EXPRESS DISCOVER MASTERCARD

EXP. DATE
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CVV CODE (3-4 Digit Security Code)
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CARD NUMBER
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CARDHOLDER'S NAME (as it appears on the card):

SIGNATURE

I authorize America On Wheels to charge my credit card for my donation. This authority is to remain in effect until revoked by me.

ENCLOSED IS MY GIFT OF:

\$50 \$100 \$250 \$500 \$1,000 Other _____

MONTHLY ONE-TIME