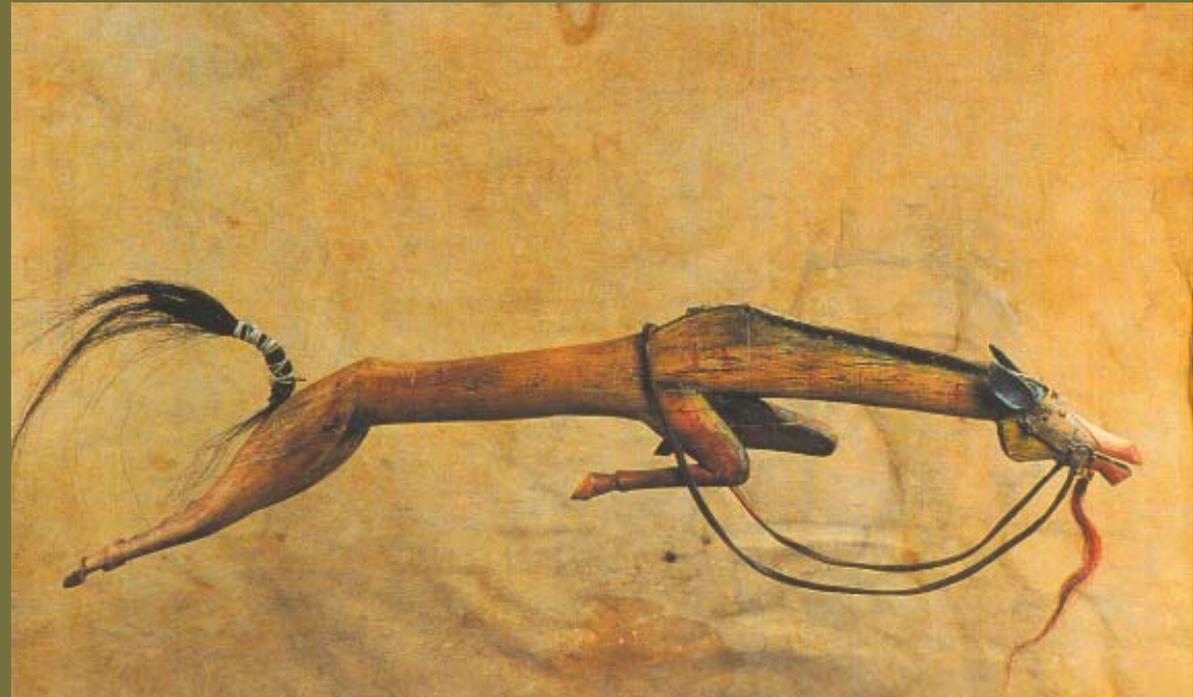


CAMPAIGN

2000



BECAUSE

WE ALL HAVE  
SOMETHING TO  
LOSE



# PRESERVING THE PAST... SERVING THE FUTURE



Department of Education and Cultural Affairs

Cultural Heritage Center  
900 Governors Drive  
Pierre, SD 57501-2217  
(605)773-3458 fax (605)773-6041

[www.state.sd.us/deca/cultural](http://www.state.sd.us/deca/cultural)

## PRIDE IN SOUTH DAKOTA

Dear Fellow South Dakotan,

As South Dakotans, we can take great pride in our state! Certainly our state's heritage and history are an important part of our pride in South Dakota. The stories of our past are rich and unique as they tell us of the experiences of our families, communities, and state. What a treasure they are as we forge into the 21<sup>st</sup> Century!

Yet, we stand a chance of losing the wealth of our history, especially for our children, grandchildren, and future generations. Our highly technological age does not remember the past very well.

The challenge, "on our watch," is to help people grasp and learn of South Dakota's priceless heritage and

history. In so doing, we will ensure that our history will guide us in the 21<sup>st</sup> Century and beyond. This challenge is a rare opportunity to leave a legacy to those who will follow.

This brochure describes how the South Dakota Historical Society intends to accelerate people's awareness, knowledge, and respect for our proud South Dakota history and the heritage that is ours to inherit. It is a plan worthy of the best effort of all of

us.

We urge your support for this important effort. It will be achieved when people like you come forward with an investment. We invite you to explore, in these pages, how you can leave a personal legacy to future generations and be remembered forever.

Thank you for your thoughtful consideration. Our state and people have a lot to gain.

Sincerely,

Patricia "Pat" Adam  
President  
South Dakota State Historical Society

Sincerely,

Tom Lillibridge  
President  
South Dakota Heritage Fund



## WE ALL HAVE SOMETHING TO LOSE

AS SOUTH DAKOTANS, we have a remarkably long history beginning with the Paleo-Indians nearly 10,000 years ago. Since then, the Archaic Indians, the Mound Builders, the Mandan, the Arikara, the Lakota, Dakota and the European cultures have added exceptional variety, richness and texture to our past.



Unfortunately, we are in danger of losing that wealth of history, not only for ourselves, but also for our children and grandchildren. As each generation goes by, the past becomes less accessible—artifacts are lost, stories are forgotten and events become obscured.

There is, however, one organization whose sole purpose is to preserve our past. Since 1890, the South Dakota State Historical Society (SDSHS) has been aggressively researching, collecting and disseminating information about the

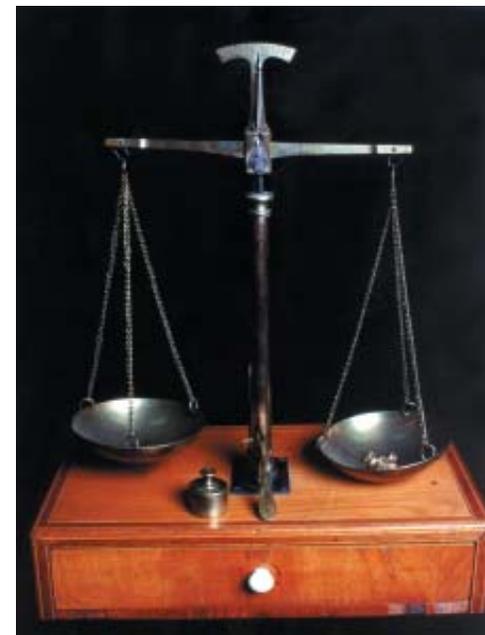
ideas and events that make us who we are. Through its 30-member team of professionally trained archivists, historic preservationists, editors, curators, librarians, researchers and archaeologists, the Society carries out its work in five major areas: a museum, an archives, a research and publications center, an

office of historic preservation and an archaeology program.

But in spite of the Society's best efforts, we are losing much of the richly textured history of South Dakota. It's quietly slipping away from us, and more importantly, away from our children. As our sense of history fades, today's youth are growing up more and more disconnected from their roots, not knowing the stories of their grandparents and great-grandparents. Intellectually and emotionally, they are being cut off from the past.

But this "narrowing of experience" isn't inevitable for South Dakota's children. We can preserve the past . . . making it enticing and available for future generations. The Society believes that the advent of the information age presents us with a new and powerful means of reconnecting with our past. The time is right for the Society to undertake a major expansion of its services . . . an expansion that consists of five key

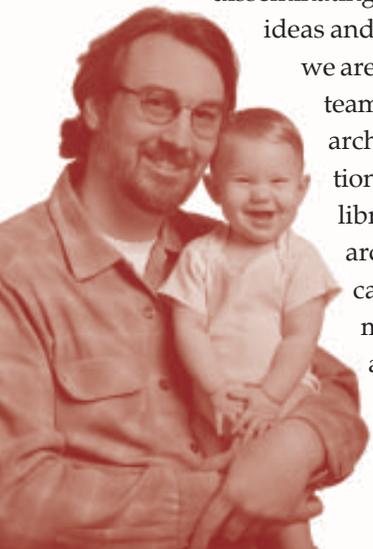
initiatives—Completing *The South Dakota Experience* (the museum's permanent gallery); Taking History on the Road; Promoting Original Research and Publications; Upgrading Genealogical and Archival Capacity; and Establishing an Endowment for History. 



Gold Scale circa 1876

THE SOCIETY'S WORK IS TO PRESERVE OUR PAST.

THERE ARE FIVE KEY INITIATIVES.





THERE ARE  
20 EXHIBITS  
PROPOSED  
FOR  
"CHANGING  
TIMES."

## I COMPLETING *THE SOUTH DAKOTA EXPERIENCE*

The South Dakota State Historical Society has finalized plans for the completion of its permanent gallery, *The South Dakota Experience*, in its museum in Pierre. This final phase, which follows the gallery's two nationally recognized segments "Oyate Tawicoh'an" (Ways of the People) and "Proving Up," is entitled "Changing Times" and commemorates the events and people who have shaped the 20th century in South Dakota. The cost of this initiative is \$1.5 million and includes the following 20 proposed exhibits.



- **QUEST**—Exploring the visions that drove our ancestors' quest for progress.
- **URBAN LIFE**—How and why communities flourished or faded, and the impact South Dakota's environment had on its urban development.
- **RANCHES AND FARMS**—The rich cultural heritage provided by cattle ranchers and homesteading farmers west of the Missouri River.
- **DEPRESSION**—The profound impact of the Depression in shaping South Dakota's identity as its residents faced the economic and environmental disasters of the late 1920s and early 1930s.

- **SMALL-TOWN ECONOMICS**—The importance of small towns and their businesses in developing the economy of our state.

- **AGRICULTURE, INDUSTRY AND LABOR**—Awareness of the immense role that agriculture, industry and labor play in developing a modern South Dakota.

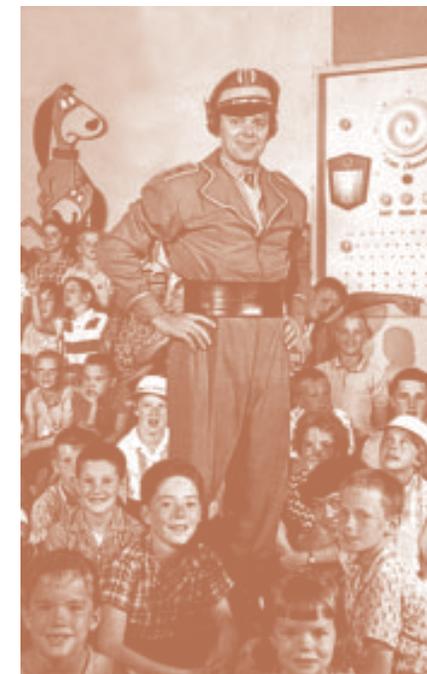
- **AT HOME**—The pivotal role of "the home" as it

reflected changing family-life patterns and status in a progressive South Dakota.

- **PLAINS POWER**—The significant influences and changes that electricity brought to the people of South Dakota.
- **TELEPHONE**—The telephone's impact in overcoming isolation for the people of rural and urban South Dakota.
- **RADIO AND TELEVISION**—The impact radio and television had in bringing South Dakota national and global news and trends.
- **SPORTS AND RECREATION**—The role sports and recreation had in developing South Dakota as an attractive place for residents and visitors.
- **SOCIAL AND COMMUNITY LIFE**—The importance of



Radio circa 1935



Dave Dedrick; Captain 11 circa 1960



School Room circa 1950

community life, events and local organizations in enhancing the quality of life for South Dakotans and in shaping their positive attitudes.

- **EDUCATION AND RELIGION**—The powerful role of education and religious expression in creating spiritual values and a rich learning environment in South Dakota.
- **POLITICAL ARENA**—The rich political legacy of the state and its positive affect on the people of South Dakota.
- **PLANES, TRAINS AND AUTOMOBILES**—Awareness of how automobiles, trains and airplanes dynamically opened the doors to greater use and appreciation of the state’s marvelous resources.
- **ROAD SHOW**—The positive role of tourism in shaping South Dakota during the 20th Century.
- **MISSOURI BASIN PROJECT**—The tremendous changes in the state’s water resources, economy and ecosystem caused by the construction of four dams on the Missouri River.

- **THE WARS**—Commemorating and honoring South Dakotans who served their country in the four wars of the 20th century.
- **PRAIRIE POPULIST**—The populist movements in South Dakota as they reflect the transition between rural and urban values.
- **REALITIES**—Encouraging visitors to interact with the future by sharing their thoughts and responses about the shape of tomorrow in South Dakota.



South Dakota License Plates

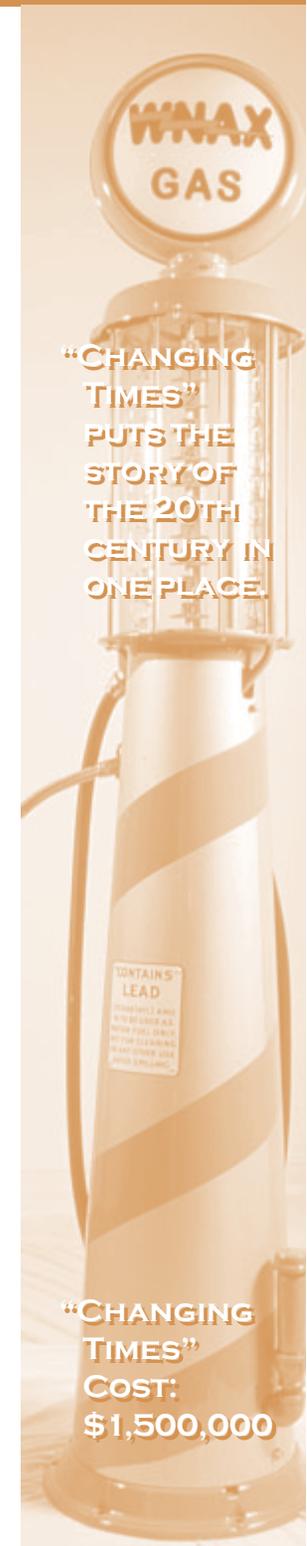
BY UNDERWRITING ONE OR MORE OF THESE 20 EXHIBITS, YOU CAN “NAME IT” WITH LASTING SIGNAGE HONORING YOUR FAMILY, CORPORATION OR BUSINESS.



Artist’s Rendering of the Road Show Exhibit

“CHANGING TIMES” PUTS THE STORY OF THE 20TH CENTURY IN ONE PLACE.

“CHANGING TIMES” COST: \$1,500,000





THERE ARE 10 TRAVELING EXHIBITS PROPOSED FOR THE ROAD SHOW.

## II TAKING HISTORY ON THE ROAD

Determined to move history outside the confines of brick and mortar, the Society will take history “on the road” with traveling exhibits and expanded educational resources. Young and old in large towns and small will have the opportunity to discover their past without leaving their local communities. The cost of this initiative is \$900,000 and includes:



### TRAVELING EXHIBITS

The Society will develop 10 exhibits containing artifacts and descriptions based on a specific theme. Each exhibit will be circulated throughout the state and be shown in the lobbies of businesses and public buildings, at fairs, conventions, senior citizen centers, local historical societies and schools.

- **OYATE TAWICOH’AN: THE WAYS OF THE PEOPLE**—Portrays the rich cultural heritage of the Lakota, Dakota and Nakota people.



*Sholes & Glidden Typewriter circa 1873*

- **LEWIS AND CLARK IN SOUTH DAKOTA**—Depicts the Corps of Discovery’s expedition. They crossed South Dakota in 1804 and 1806, changing America’s history forever.
- **RANK AND FILE**—Portrays the mission and daily life of the frontier army soldiers in South Dakota during the 1800s.
- **MARKETING DREAMS**—Shows how railroads, town promoters, newspapers, land agents and government officials marketed South Dakota, building the state population by over 3,000 percent between 1870–1904.
- **DREAMS OF A BETTER LIFE**—Shows that early settlement in South Dakota was not easy with its loneliness, harsh climate, scarce water and wood. Pioneers survived by helping each other, enjoying community gatherings and sharing the pursuit of a better future.
- **CAPITAL CAMPAIGNS**—Portrays the many election campaigns and maneuverings from 1870–1890 to establish the locations of both the territorial and state capitals.
- **ON THE RESERVATION**—Contains stark images illustrating the difficult transition for the Lakota, Dakota and Nakota people from the freedom of the prairie to life on the reservation.
- **BAUM’S ROAD TO OZ: THE DAKOTA YEARS**—Explores South Dakota’s contribution to the development of L. Frank Baum, famous author of *The Wonderful Wizard of Oz*.

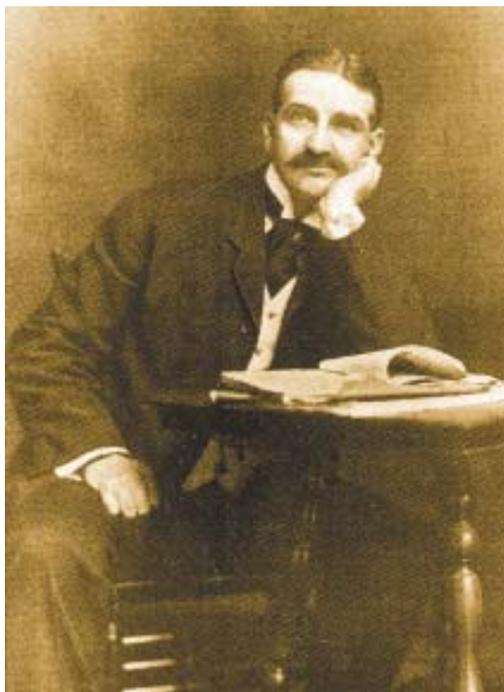


- **THE SPANISH INFLUENZA**—Tells the story of the 1918–1919 influenza epidemic that killed almost 2,000 people in South Dakota and the medical community’s efforts to combat it.
- **AT HOME AND ABROAD: SOUTH DAKOTA IN WORLD WAR II**—Honors the more than 65,000 South Dakotans and their families who served their country during WWII.

### WEB SITES

The Society will develop a professionally designed Web site consisting of two major components. The first will present a virtual museum based on the Society’s permanent exhibits. The site will display artifacts, identify historical themes, provide an opportunity for interaction between users and South Dakota scholars and encourage further exploration through links to

related sites. The second component will make the vast store of the Society’s historical documents, records, bibliographies, photographs, census records and maps more accessible to the user. This component will be a boon to genealogists, researchers and anyone interested in primary source materials.



L. Frank Baum



World War II Poster

### SUITCASE EDUCATION KITS FOR CLASSROOMS

The Society will expand the number and size of its suitcase education kits. These kits, organized around specific themes, will contain items ranging from quill flatteners to branding irons. All the materials in the kits will be designed to be handled by students, which will make them ideal teaching aids. 

BY UNDERWRITING ONE OF THE 10 TRAVELING EXHIBITS, THE WEB SITE OR THE SUITCASE EDUCATION KITS, YOU CAN “NAME IT” WITH LASTING SIGNAGE HONORING YOUR FAMILY NAME, CORPORATION OR BUSINESS.

THE SOCIETY’S WEB SITE WILL OFFER A VIRTUAL MUSEUM.

EDUCATION KITS WILL GIVE KIDS A HANDS-ON EXPERIENCE OF HISTORY.

ROAD SHOW COST: \$900,000



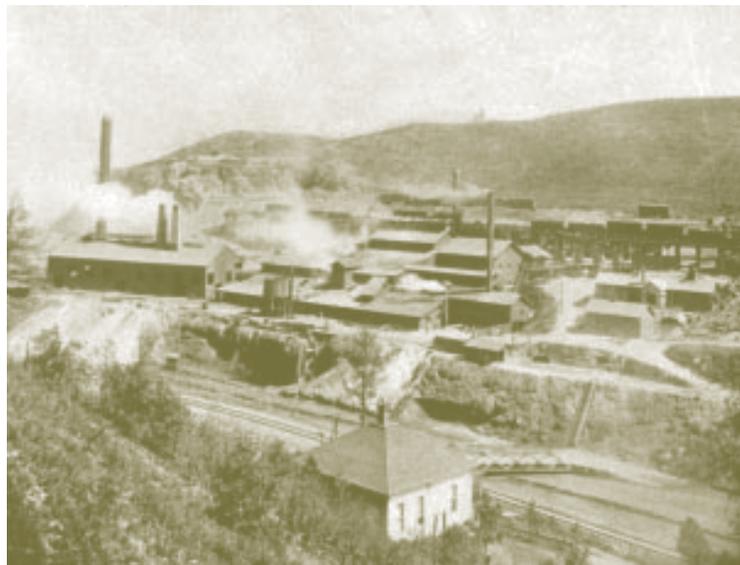
WITHOUT HISTORICAL RESEARCH, WE WOULD HAVE LITTLE UNDERSTANDING OF OUR PAST.

### III PROMOTING ORIGINAL RESEARCH AND PUBLICATIONS

The Society's publications have received five national awards and acclaim from scholars across the nation. The Society will expand its efforts by increasing the number of books published by its press, increasing the number of research projects it funds and expanding the scope of its scholarly journal. The cost of this initiative is: \$500,000. Proposed publication and research initiatives include:



- **REMINGTON SCHUYLER'S WEST**—Henry Hamilton, Jeane Tyree Hamilton and Brian Dippie: Colorful artwork of cowboy and Indian life in the first quarter of the 20th century.
- **LAND OF GOLD**—Richmond L. Clow: Mining and milling in the Black Hills, 1875-1959.
- **TWENTIETH-CENTURY AMERICAN INDIAN HISTORY**—American Indian history for college classrooms and general readers.
- **DAKOTA VOICES**—Gerald Wolff and Joseph H. Cash: History, culture and drama of the Great Plains compiled from oral interviews.



*The Deadwood and Delaware Smelter circa 1897.*

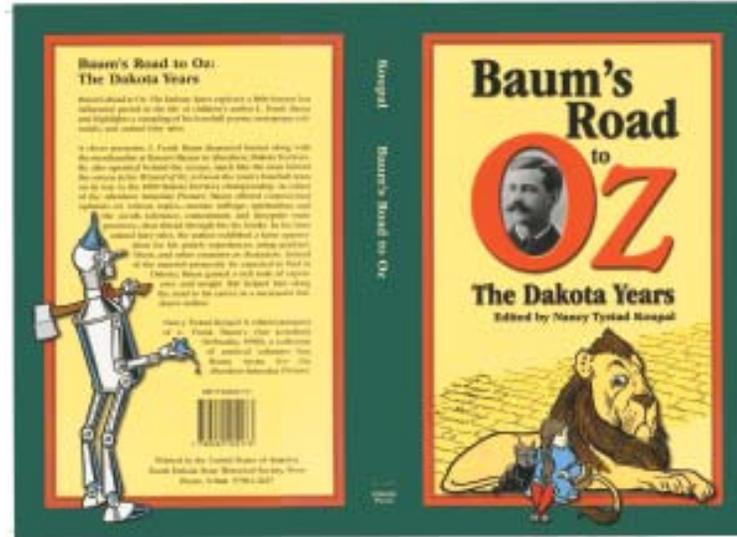
- **A SOUTH DAKOTA HISTORY READER**—Overview of South Dakota's rich history and heritage from essays of the journal *South Dakota History*.
- **THE LITERARY APPRENTICESHIP OF LAURA INGALLS WILDER**—William Anderson: Essays on the writing career of Laura Ingalls Wilder.



*Laura Ingalls Wilder*



- **HISTORIC SOUTH DAKOTA**—Jay D. Vogt: Photographic overview of the state's National Register building listings.
- **MAMA'S CAMERA**—Text by Paula Nelson; photographs by Myra Miller: 100 photographs from glass plates of farm and family life in the Webster area in the 1910-1920s.
- **LEWIS AND CLARK ON THE MIDDLE MISSOURI**—Edited by James Ronda: Proceedings of the South Dakota State Historical Society annual meeting in 2003 celebrating South Dakota's Lewis and Clark bicentennial heritage.
- **FORTY YEARS OF PROSPECTING AND MINING IN THE BACK HILLS OF SOUTH DAKOTA**—Frank Hebert: Memoirs of pioneer gold and tin mining in the Black Hills.



South Dakota State Historical Society Press 2000



Homesteaders circa 1910

- **DAKOTA WOMEN**—Introduction by Ruth Ann Alexander: Diverse experiences of women in South Dakota and the West compiled for college courses and general readers.
- **SOUTH DAKOTA HISTORY**—This award-winning journal is published quarterly and contains articles on the region's history written by the nation's leading scholars. 



South Dakota History

YOUR NAME WILL BE RECOGNIZED IN THE BOOK(S) THAT YOU UNDERWRITE.

HOW MANY SOUTH DAKOTANS KNOW THAT THE AUTHOR OF *THE WONDERFUL WIZARD OF OZ* LIVED AND WROTE IN ABERDEEN?

RESEARCH AND PUBLICATIONS COST: \$500,000



**SOUTH DAKOTANS CARE DEEPLY ABOUT FAMILY HISTORY.**

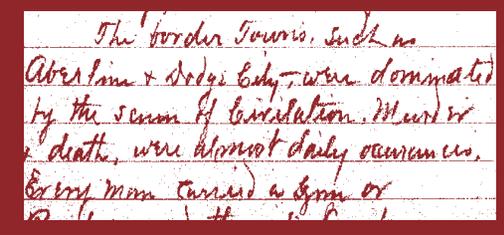
**GENEOLOGY AND ARCHIVES COST: \$200,000**

**AN ENDOWMENT IS CRITICAL TO CONTINUITY IN THE SOCIETY'S SERVICES.**

**ENDOWMENT FOR HISTORY COST: \$700,000-\$1,200,000**

#### IV UPGRADING GENEALOGY AND ARCHIVAL CAPACITY

The Society will respond to the remarkable interest South Dakotans have shown in tracing their family histories. The dramatic increase in genealogical research reflects a heightened awareness of the need for a personal connection with the past. The cost of this initiative is \$200,000 and includes:



- Dramatically increasing the capacity of the Society to research and catalogue genealogical information.
- Expanding the Web site to offer researchers greater access to historical records, photographs, census records, papers and maps. 
- Committing additional resources to the restoration and preservation of primary source documents in danger of being lost.

#### V ESTABLISHING AN ENDOWMENT FOR HISTORY

Endowments will ensure financial stability and build the capability to respond to new opportunities in the future. The South Dakota State Historical Society will establish an ongoing source of income to satisfy the growing demand for its statewide services. An endowment in a donor's name, in memory of a loved one or in a dedication from a corporate citizen is a gift that keeps on giving. The cost of this initiative is \$700,000-\$1,200,000.



It will take your support to "make history" in South Dakota. So we hope you agree that what we do now will make a difference in 25, 50 even 250 years. Your commitment to the Society's Capital Campaign will place you alongside those who have come to understand that our history has value,

meaning and relevance; that it is truly the bedrock of our identity; and that it shapes us even today.

#### WE URGE YOU TO GIVE NOW . . .

because there is much at stake, and we all have something precious to lose. 

**THE TOTAL COST OF THE FIVE INITIATIVES WILL BE \$4,000,000-\$4,500,000.**

## CONSIDERATIONS IN GIVING



You have a number of giving options that allow you flexibility and the opportunity to direct the use of your gift. For example:

- You may designate that your gift be used for one or more of the five initiatives within the campaign (Completing *The South Dakota Experience*, Taking History on the Road, Promoting Original Research and Publications, Upgrading Genealogy and Archival Capacity, Establishing an Endowment for History).
- You may make a gift honoring or memorializing the name of a person important to you.
- You may “name” either an exhibit within the museum or a traveling exhibit, or you may choose to underwrite a publication, book or the Society’s Web site. Your gift will be commemorated with appropriate and lasting signage.
- You may make a gift in a form other than cash, such as securities, buildings, insurance or land.
- You may take full advantage of all the tax-wise savings associated with gifts to a not-for-profit 501(c3) organization.
- You may take three or more years to complete your pledge and designate the best time to begin payments.

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I'VE ALWAYS BELIEVED that you  
won't know where you're going  
until you have some knowledge of  
where you've been. In addition to  
an inherent desire to know our  
roots, an understanding of our past  
and the dreams, ambitions, and life  
experiences of our ancestors can  
teach us a lot about who we are as  
individuals and as a state.

—Governor Bill Janklow

