



# MUSEUM of the Peace Corps Experience

## Curate a Local Peace Corps Exhibit

**Why host a local Peace Corps Exhibit?** Local exhibits help Returned Peace Corps Volunteers (RPCVs) inform their communities about their personal volunteer experiences. Exhibits increase the visibility of Peace Corps ideals, promote community service, and provide a framework for discussing anti-racism and cross-cultural understanding at home and abroad. Local exhibits are opportunities to engage the community through educational programming and fundraising events. Furthermore, planning an exhibit stimulates participation by group members who will be involved in selecting suitable venues and collecting objects and stories to share with the public.

The Museum of the Peace Corps Experience has compiled a toolkit to support RPCVs and National Peace Corps Association (NPCA) affiliate groups in producing local Peace Corps exhibits. The toolkit includes sections on identifying the group's goals for the exhibit and the target audience, preparing the exhibit proposal and budget, researching venues, collecting objects, publicizing, installing, and finally, evaluating the exhibit's success. Below you'll find a guide for the first step: *Prepare Exhibit Proposal and Budget*. This section details the central items a group should discuss when preparing to host an exhibit. We offer a sample proposal and budget template for reference.

If you would like the full exhibit toolkit, please contact our exhibits team at [contactus@peacecorpsmuseum.org](mailto:contactus@peacecorpsmuseum.org). A member of our team will reach out with a pdf of the comprehensive exhibit toolkit and provide a point of contact with the Museum as you move forward in your planning.



MUSEUM  
of the Peace Corps Experience



National  
Peace Corps  
Association

## Prepare Exhibit Proposal and Budget

### Proposal

The exhibit team should begin by drafting an exhibit proposal that includes a budget for two important reasons:

1. The proposal is a written plan that sets clear expectations for the exhibit team, outlines the project objectives, and maps out the sequence of tasks needed for a timely exhibit installation.
2. The proposal illustrates the vision for the exhibit, so it may be used as a tool to solicit exhibit partners and sponsors.

Questions to spur the development of the exhibit proposal:

- What is the mission of the host group? How will this exhibit further the host group's mission? How do the group's goals for the exhibit reflect the values of the Peace Corps, National Peace Corps Association, or Museum of the Peace Corps Experience?
- How will the group collect three-dimensional objects that fit the chosen theme or tell a particular story? Where will these objects be stored before and after the exhibit? Who will receive the lent objects and who will return them to their owners?
- What is the "best" (i.e., available, centrally located, appropriate size) venue for the exhibit? Is there a backup location that would be equally suitable?
- What measurable objectives should be achieved by the exhibit? For example: (a) the number of objects to display; (b) potential size of audiences; (c) efficient use of identified funds; (d) number of local RPCVs engaged in preparing the exhibit; (e) amount of revenue sought in support of various causes.
- How will the exhibit be publicized? Which news outlets or publications will require advanced notice? What will maximize public attention—the exhibit design or location, a sponsor's reputation, objects or stories selected, or events held at the same time?
- How will the exhibit inspire viewers? Will they receive clear messages about cultural awareness, unity, humanitarian service, or other broad themes that resonate with viewers and arouse their curiosity?

Keep in mind that the proposal is a living document. The group does not need every detail finalized in order to begin planning the exhibit. That being said, the more specifics discussed and resolved at the start, the less confusion and time wasted later. Strike a healthy balance for the group!

## **Budget**

Although most local exhibits have modest budgets, planners are strongly encouraged to start by writing a budget, even a simple one. Begin with the income section, which includes available funds or funds that can be raised.

- What funds from the group's reserve will be allocated to the exhibit?
- If additional funds are needed, how will the group raise those funds? Will each group member offer a donation towards the cause?
- What is the group's fundraising goal and timeline?
- Are there professional services the group may acquire on a pro bono basis? For example, a graphic designer, curator, writer, editor, or publicist? (Don't forget to call upon the hidden talents of group members!)
- What supplies or services might be contributed by a company directly or paid for by a donor?

Most groups rely heavily on in-kind contributions and volunteers. Volunteer service may be recorded in hours and reported as an example of service to the community.

In the proposal example attached, we have provided a sample budget to guide the group in calculating income and projected expenses.

It is important to share the expense projections with each member of the exhibit planning team, as well as sponsors, and interested members. This will serve as a financial roadmap as the group proceeds with exhibit planning.

Every exhibit is different, and few exhibits have expenses in all the categories listed. However, it is best to expect and plan for contingencies.

## **Exhibit Proposal** (sample)

*This proposal was developed by Museum of the Peace Corps Experience to provide an example of a planning team's proposed local exhibit.*

**Title:** Peace Corps Fashion Exhibit  
**Dates:** Summer or Fall of 2022  
**Location:** ArtBloom Gallery in City, State

### INTRODUCTION

This exhibit commemorates the 60th anniversary of the Peace Corps, founded by President John F. Kennedy with Executive Order 10924, signed on March 1, 1961. The Peace Corps was authorized by Public Law 87-293, signed by President Kennedy on September 22, 1961. As of March 2020, more than 240,000 individuals have served as volunteers in 143 countries.

Group of RPCVs (GROUP) proposes to partner with ArtBloom Gallery to present an exhibit of clothing that volunteers wore during their service. The clothes represent textiles and patterns from the volunteers' countries of service and showcase a variety of fashions from everyday clothing to formal wear. To the extent possible, each article of clothing will be displayed with a photo of the volunteer wearing it and a story/explanation of the purpose of the article from the volunteer.

### STATEMENT OF PURPOSE

This exhibit will feature 20 - 30 articles of clothing from regions where Peace Corps volunteers served. The purpose of the exhibit is to foster cultural understanding while meeting the following goals and objectives.

### GOALS

1. Deepen and broaden the visitors' understanding of Peace Corps and the regions in which volunteers serve
2. Educate visitors about the connection between Peace Corps volunteers and their communities as experienced through textiles and fashion

### OBJECTIVES

1. Install a physical exhibit at ArtBloom Gallery in City, State
2. Host an opening day celebration
3. Plan supplemental events to encourage engagement, such as a gallery talk with RPCVs, panel discussion featuring Fashion Design professors from the Local School of Art & Design, and a documentary screening (film TBD).

### DESIRED AUDIENCE

1. Metro and local art community
2. Art patrons
3. Students
4. Statewide and regional Peace Corps community

### COLLABORATORS

1. ArtBloom Gallery: Dr. Smith and ArtBloom staff
2. Representative(s) of Museum of the Peace Corps Experience team including local members

3. Local School of Art and Design, School of Fashion
4. Country specific RPCV groups and other interested/related parties
5. Archivist, Peace Corps Community Archives, American University Library, Washington, DC

#### EXHIBIT CRITERIA

We will announce a “call for clothes” with the goal of encouraging submissions by former Peace Corps volunteers and staff who may have, in their personal collection, clothing from their years and countries of service. Clothes will be lent for the duration of the exhibit. The length of the exhibit is to be determined and in-person viewing will be offered as health conditions allow.

#### EDUCATIONAL MATERIALS

Educational materials will be developed by local volunteers and may include short videos and photos of the volunteers wearing their clothes during their service. The videos will be utilized on the GROUP website and social media channels to promote the exhibition.

ArtBloom and GROUP will produce a small brochure. The brochure will include a brief history of each region’s fashions and their represented clothes. The curator will write an introductory essay.

#### PRODUCTION TIMELINE

April 1, 2021	Seek appropriate venue for exhibit installation, including site visit(s)
Week of April 11	Determine exhibit site
May 1	Exhibition announcement & Call for Clothes
June 1	Call for Clothes reminder
July 1	Final Call for Clothes reminder
July 6	Deadline to receive clothes
By July 15	Organize submissions
By July 18	First round clothing review
August 1	Second site visit
August 15	Gather text and images of clothes for publications
September 1	Final clothing review and selection
September 1	Select and purchase mannequins and other display materials
September 7	Connect video producer with selection of clothing donors
September 16	Share text and images of all clothes with graphic designer
September 21	Finalize program for opening night and contact any speakers
September 21	First look at short videos
September 22	Draft press release and share with ArtBloom team for review and distribution
September 23	First review of publication
September 28	Final review of publication
September 30	Second look at short videos
September 30	Receive delivery of mannequins and other display materials
October 3	Print publication
October 3 & 4	Final video edits
October 5-15	Incorporate videos into social media posts announcing the exhibit
October 5-15	Installation
October 15	Exhibit Opening Event

**OUTREACH/PROMOTION**

1. ArtBloom Gallery will curate the exhibit, produce a publication, and share exhibit details with local news media and calendar listings
2. GROUP will promote the exhibit on its website, through emails to members, and via social media: Facebook, Instagram, and LinkedIn.
3. Museum of Peace Corps Experience will promote the exhibit on its website and social media channels

**FUNDING**

1. ArtBloom gallery will provide space and staff support at no cost.
2. GROUP collects clothes and provides them to curator.
3. GROUP has applied for the Local Stories Through Fashion grant.
4. GROUP and ArtBloom will seek local sponsors.

**BUDGET NOTES**

In-Kind Services:

- ArtBloom Gallery space and staff
- ArtBloom Gallery audio visual equipment for events
- MPCE marketing and promotion

GROUP Administrative Costs:

- Art installation supplies
- Mannequins, shadow boxes, busts, etc.
- Catering costs associated with events

Contracted Services:

- TBD

**PROJECTED INCOME AND EXPENSES:**

<b>INCOME/EXHIBIT BUDGET</b>		
Allocated Reserve	<b>\$2,000.00</b>	
Membership dues	<b>\$600.00</b>	
Individual donations	<b>\$500.00</b>	
Sponsorships	<b>\$3,000.00</b>	<i>seeking 2K grant and 1K in local sponsorships</i>
In-kind products	\$12,400.00	<i>estimated value of in-kind products</i>
In-kind services	\$2,000.00	<i>estimated value of in-kind services</i>
Volunteers (# people * # hours * # days)		<i>to be tracked</i>
<b>Total Income</b>	<b>\$6,100.00</b>	
Total including in-kind donations	<b>\$20,500.00</b>	

EXHIBIT EXPENSES			NOTES
CATEGORY	PROJECTED EXPENSES	ACTUAL EXPENSES	
<b>Venue</b>			
Facility Rental Fee	\$0.00		ArtBloom will provide
Equipment Rental	\$0.00		ArtBloom will provide
Staff	\$0.00		ArtBloom will provide
Misc.	\$0.00		
<b>Total</b>	<b>\$0.00</b>		
<b>Shipping</b>			
Mail services for object shipment	\$500.00		we will ask lenders to drop-off or ship the work. We anticipate \$500 in shipping fees for return of the clothing.
Packing materials	\$300.00		packing materials needed for return only. In most cases, we will use materials provided by Lender.
Misc.	\$0.00		
<b>Total</b>	<b>\$0.00</b>		
<b>Travel &amp; Lodging</b>			
Curator travel/lodging	\$0.00		local curator
Event participant travel/lodging	\$500.00		reserved in case 1-2 event participants are not local
Exhibit committee travel	\$0.00		all local
Misc.	\$0.00		
<b>Total</b>	<b>\$500.00</b>		
<b>Installation/Exhibition Design</b>			
Curator Fee	\$500.00		We plan to offer \$500 for a short curatorial essay, exhibit introduction, and 1 day of exhibit layout
Preparator Fee	\$0.00		ArtBloom will provide preparator
Installation supplies	\$0.00		most of the supplies will be donated by group members
IT/AV equipment	\$0.00		ArtBloom will provide one video monitor
Misc.	\$1,000.00		mannequins, shadow boxes, busts, etc.
<b>Total</b>	<b>\$1,500.00</b>		
<b>Labels &amp; Didactic</b>			
Label supplies & printing	\$50.00		
Educational text supplies & printing	\$150.00		exhibit intro board
Photos, poster etc. printing	\$0.00		
Misc.	\$0.00		
<b>Total</b>	<b>\$200.00</b>		
<b>Photography</b>			
Exhibition photography	\$0.00		ArtBloom will provide this service
Object photography for publication or website	\$0.00		local RPCV will provide this service
Misc.	\$0.00		
<b>Total</b>	<b>\$0.00</b>		
<b>Publication</b>			
Graphic design	\$0.00		ArtBloom will provide this service
Editing	\$0.00		ArtBloom will provide this service
Printing	\$3,000.00		
Essayist fee	\$0.00		included in curatorial fee
Misc.	\$0.00		
<b>Total</b>	<b>\$3,000.00</b>		
<b>Events</b>			
Space rental fee	\$0.00		ArtBloom will provide
Catering	\$300.00		
Furniture rental	\$0.00		ArtBloom will provide
AV	\$0.00		ArtBloom will provide
Décor	\$0.00		
Misc.	\$0.00		
<b>Total</b>	<b>\$300.00</b>		
<b>Publicity</b>			
Print ads	\$0.00		
Social media ads	\$50.00		
Printed invitation	\$500.00		
Digital invitation design	\$0.00		ArtBloom will provide this service
Misc.	\$0.00		
<b>Total</b>	<b>\$550.00</b>		
<b>TOTAL EXPENSES</b>	<b>\$6,050.00</b>		

# FLOORPLAN



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Kristi-Anne Shaer, Editor

Written and compiled by Peter Deekle, Jeanne D'Haem, Nicola Dino, Avriel Glass,  
Deborah Manget, John Rude, William Saphir, Patricia Wand

Website [peacecorpsmuseum.org](http://peacecorpsmuseum.org)

Email [contactus@peacecorpsmuseum.org](mailto:contactus@peacecorpsmuseum.org)

Phone 503-381-4206

USPS Address P.O. Box 2427, Oregon City, OR 97045

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