educate

INVESTED
$2.5M

SCHOLASTIC PARTNERSHIP

4M students reached

NATL HISTORY DAY WEBINAR
91,261 students reached
75% public 46% underserved

CAMP DOUGHBOY
GOVERNORS ISLAND, NYC
1 weekend 10K visitors

commemorate

BELLS OF PEACE

Bells tolled across the nation
All military services issued orders to toll bells
48 state proclamations
116 city/county/town proclamations
Registrations: 1,295 individuals, 865 organizations
22.7K app downloads

NATIONAL CONVERSATION
TV/RADIO/ONLINE
△2,417% LAST 12 MONTHS

honor

AMERICA’S WWI MEMORIAL
$13.8 MILLION
MONEY RAISED FOR MEMORIAL

100 CITIES
MEMORIALS

$6.3M

$3.9M
ROUND 2 (▲ 62.5%)

$2.4M
ROUND 1

$200K
GRANT POOL

FEATURED IN
Associated Press · CNN · Fox News · New York Times · Washington Post · Wall Street Journal
Chicago Tribune · Los Angeles Times · U.S. News & World Report · MSN · CBS News
CBS Sunday Morning · ABC News Radio · NBC Nightly News · Reuters · BBC · Guardian UK · Agence France Presse
SkyNews · France24 · Newsweek · Military.com · Military Times · New York Daily News · Newsday · Business Insider
Daily Mail · The Seattle Times · The Plain Dealer · Arizona Republic · AARP Magazine · American Legion Magazine
VFW Magazine · Army News Service · Connecting Vets · Parade Magazine · Arkansas Daily Gazette · Task & Purpose

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ww1cc.org/memorial
2018 QUARTER FOUR IMPACT REPORT

**educate**

**WW1 TEACHER AMBASSADORS**
**NATIONAL HISTORY DAY PROGRAM**
- 334 applications received
- 18 chosen

**SCHOLASTIC PARTNERSHIP**
- 4 MILLION students reached

**NATIONAL HISTORY DAY WEBINAR**
- 91,261 students reached
- 75% public
- 46% underserved

**commemorate**

**BELLS OF PEACE**
- Bells tolled across the nation 11/11 at 11 a.m.
- All military services issued orders to toll bells
- 48 state proclamations
- 116 city/county/town proclamations
- Registrations: 1,295 individuals, 865 organizations
- 22K+ app downloads

**WORLD WAR I CENTENNIAL SILVER DOLLAR**
- 150K units sold
- ▲10% from Q3
- estimated surcharge payment $1,501,770

**honor**

**WORLD WAR ONE VALOR MEDALS REVIEW**
- The goal is to work with our partners in Congress to recognize America’s first female soldiers, the “Hello Girls,” and veterans overlooked for the Medal of Honor.
- Endorsed by American Legion, VFW, and three flag officers
- Assembled veteran-led academic team
- Organized supporting 501(C)(3) organization
- Identified 96 cases for MOH review and 223 Hello Girls

**FEATURED IN**
- Associated Press
- Fox News (National)
- Wall Street Journal
- BBC
- Reuters
- CBS News
- U.S. News & World Report
- ABC News Radio
- MSN
- Newsday
- SkyNews
- Agence France Presse
- France24
- Newsweek
- Military.com
- Military Times
- Business Insider
- New York Daily News
- Chicago Tribune
- Daily Mail
- The Seattle Times
- The Plain Dealer
- Arizona Republic

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Fields of Battle
Lands of Peace
1 million people viewed outdoor exhibit in NYC

CAMP DOUGHBOY
Governors Island, NYC
ONE weekend
10,000 visitors

commemorate

BELL'S OF PEACE
* App now available for Apple/Android
* State proclamations - 13 signed, 13 pending
* 500+ registrations from 45 states
* ww1cc.org/Bells

WORLD WAR I CENTENNIAL SILVER DOLLAR
137K units sold
▲13% from Q2

NATIONAL CONVERSATION
TV/RADIO/ONLINE
▲905% LAST 12 MONTHS

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JAN 2016
Design Competition

NOV 2017
Ceremonial Groundbreaking

JULY 2018
Revised Commission of Fine Arts Concept Approval

NOV 2018
First Look at National WWI Memorial

2019
Construction Planned

NOV 2021 Dedication Planned

FEATURED IN
Wall Street Journal · Fox News/National · Associated Press · The Washington Post · CBS News Radio · BBC · Reuters · Agence France Presse · France24 · France7 News · New York Daily News · Fox 5 NYC · Washington Times · Arkansas Democrat Gazette · Detroit Times · Task and Purpose · Military.com · Military Times · Adam Savage “Tested” · CBS Radio/ConnectingVets · Legion Magazine · VFW Magazine · DoD.gov · Epoch Times · SkyNews

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FORGING NEW PARTNERSHIPS
GILDER LEHRMAN INSTITUTE
NATIONAL HISTORY DAY
NATIONAL WWI MUSEUM & MEMORIAL
EDUCATION PROGRAM WORTH $1.8M
EDUCATE MORE THAN 20 MILLION

comemorate

BELLS OF PEACE
On Nov. 11, 2018, at 11 a.m. local time...
Americans across the nation will toll bells in remembrance of those who served and sacrificed in the war that changed the world.

- Initiated, named and branded
- Created website landing page
- Approved/funded mobile app
- State proclamations - 3 signed, 2 pending

WORLD WAR I CENTENNIAL SILVER DOLLAR
123K units sold

NATIONAL CONVERSATION
TV/RADIO/ONLINE ▲172% FROM Q1

honor

AMERICA’S WWI MEMORIAL
11.7 MILLION
MONEY RAISED FOR MEMORIAL
Q1 $800K Q2 $1M

$5.9M Memorial restorations & new memorials across the nation
$3.4M ROUND 2 (▲42%)
$2.4M ROUND 1
$200K GRANT POOL

FEATURED IN
POLITICO
Examiner
THE WALL STREET JOURNAL

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**VIDEO**

1.2 million minutes
co-branded content viewed on YouTube

30 airings
co-branded symposia on C-SPAN

**TEACHER TRAINING WORKSHOPS**
San Diego, Detroit

160 teachers

33,600 student reach over 3 years (est.)

**ww1cc.org/edu**

700 users 3,200 views

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**commemorate**

**SOCIAL MEDIA FOLLOWERS**

6% increase in Q1

**TWITTER**
5,900 followers

**FACEBOOK**
21,000 followers

**WW1 CENTENNIAL SILVER DOLLAR**

70K units sold in first 48 hours

120K units sold first month

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**honor**

**AMERICA’S WW1 MEMORIAL**

$10.7 MILLION money raised for memorial

2018 Q1 $800K

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**FEATURED IN**

POLITICO

CBS RADIO

WASHINGTONIAN

Stars & Stripes

Military Times

Newsday

**FOUNDING SPONSOR**

PRITZKER MILITARY MUSEUM & LIBRARY

THE LEAP FOUNDATION

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www.ww1cc.org/memorial

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Join the national conversation.

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**FEBRUARY ISSUE**

ARCHIVES

4,522 pageviews

4,960 click-thrus

**FEEDBACK ISSUE**

6,489 sent

28% open

13.1% click thru

---

San Diego, Detroit

160 teachers

33,600 student reach over 3 years (est.)

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Percentage of U.S.
represented by state commissions
or committees

97%

IN Q1

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In Q1 2018

$800K

MONEY RAISED FOR MEMORIAL

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Memorial restorations & new memorials across the nation

$4.8M

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Round 2

$2.4M

Round 1

$2.4M

GRANT POOL

$200K

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ww1cc.org/memorial
**Educate**

- **Social Media Followers**
  - Facebook ▲61%
  - Twitter ▲90%

**Commemorate**

- 91% Percentage of U.S. represented by state commissions or committees ▲25% in 2017

**Honor**

- **Stamp**
  - The Postal Service pays tribute to the sacrifice of American soldiers and millions of supporters on the home front.
  - Availability subject to issuance dates in 2018

- **WW1 Centennial Silver Dollar**
  - 289 news stories across the U.S.
  - Available Jan. 17 - Dec. 28, 2018

- **America’s World War I Memorial**
  - $9.9 million
  - Money raised for memorial
    - 2013-2016 $1.8M
    - 2017 $8.1M
  - 800 news stories about new memorial

**Featured in**

- The Wall Street Journal
- CBS Radio
- Reuters
- USA Today
- ABC
- BBC
- NPR
- AP

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