



# Planet Word Founders Circle

Planet Word is a new kind of museum, created with the vision that a literate population is the foundation of a strong modern democracy. High-tech, immersive exhibitions engage visitors in the fun, beauty, and power of words and language. Everywhere visitors are singing, joking, speaking, reading, writing, and listening, using their words to connect and discover their world. In the galleries, books come to life in a magical library; visitors “paint” with words to create ever-changing imaginary worlds; and they learn to speak and sign languages from around the world.

*But that’s only a tiny bit of what’s in store.*

In three years, Planet Word has welcomed more than 400,000 visitors to its historic Washington, D.C., home and reached approximately 500,000 more through virtual programming and online educational resources. Visitors include students, thirty- or forty- somethings, families, and retirees. In other words, people of ALL ages.

Planet Word has also, *and deliberately*, played a role in our nation’s zeitgeist around the changing role of words and language in politics, media, global relationships, schools, and our homes. As a result, it has been sought out by –



▶ **The White House** to host a visit for First Ladies Dr. Jill Biden and Madame Brigitte Macron, illustrating diplomacy through shared appreciation of each other’s languages.



▶ **Microsoft**, seeking a place to launch a global proposal about the responsible use of AI.



▶ **National universities** looking for a trusted partner to do language science research.

Located in the nation’s capital, Planet Word is poised to serve both a large and diverse local and global community, as well as be a national platform and convener of thought leadership around the most pressing issues concerning the role of words and language today.

## NOW IS YOUR CHANCE TO SUPPORT THIS IMPORTANT WORK!

Please consider becoming an inaugural member of Planet Word's *Founders Circle*.

The Founders Circle has been established to galvanize a group of leading philanthropists who share the institution's belief in the power of words and language to unite and strengthen society. Donors who commit \$25,000 or more annually form this group of generous ambassadors who support Planet Word — both financially and intellectually — and ensure the institution achieves its ambitious goals.

### Here are five reasons why you should join us.

- 1 Support from generous donors ensures free admission to those in need and allows Planet Word to make its powerful exhibits accessible to all.
- 2 Planet Word guides visitors and participants in its programs to make informed decisions about complex issues that affect us as consumers, voters, parents, friends, and workers. Pressing topics that Planet Word addresses include the Science of Reading, misinformation and disinformation in media, and the development of ethical AI.
- 3 Investments in Planet Word make it possible for the museum to continue its innovative use of technology that powers our exhibits. As an example, Planet Word is the world's first voice-activated museum, encouraging visitors to actively participate and own their own stories.
- 4 By supporting Planet Word's programming team, you help create relevant, meaningful, and inclusive content and programs that reach far beyond the museum's walls — to students and teachers, parents and caregivers, policymakers and thought leaders, and more.
- 5 Contributions subsidize the maintenance and operations of our beautifully restored and rehabilitated National Historic Landmark home in order to ensure a world-class visitor experience.

Benefits of Founders Circle membership include invitations to special events and previews, intimate dinners with select authors or intriguing people of the day, recognition as a Founders Circle donor, and more. Most importantly, these donors provide the critical resources necessary so that Planet Word can activate its immersive learning experiences, unique convening spaces, and relevant and engaging programming — giving the nation and world an inclusive, accessible space to explore the power of words and language.

Please join us in supporting our bold and imaginative response to the life-long importance of literacy!



To learn more, please contact **ELLETT TOOMEY** ([ellett.toomey@planetwordmuseum.org](mailto:ellett.toomey@planetwordmuseum.org)).

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