



ALDEN BUILDING CAMPAIGN

Q. *What is The Alden Building Campaign?*

The Alden Building Campaign, comprised of four different components, aims to raise \$2.3 million over the next 24 months to support critical needs identified by our *Strategic Vision Task Force*. The first step was to reacquire a former Alden property that abuts the Alden House, doubling the property's footprint to 5.2 acres. The additional acreage will enable us to build upon the Pilgrims' rich history and expand our offerings for future generations in the following ways:

\$1M for transforming the existing administration building (The Alden Barn) into "**The Center for Living History at the Alden Historic Site**" to create a year-round, state-of-the-art, handicapped accessible 40'X60' building that will offer space for exhibits that share Duxbury's colonial and Native American story, living history demonstrations, educational programs and gallery talks. We will employ cutting edge technologies to build on the physical experience we provide. Employing an open architecture approach, we will be able to develop a full spectrum of virtual capabilities and on-site activities to tell a compelling story of this crucial era in our country's story and provide a memorable cultural and educational experience for decades to come.

\$500,000 to establish an Alden Historic Sites Preservation Fund to assure that the House (a National Historic Landmark) and The First Site (the foundation of the original Duxbury home), are preserved for posterity. This includes continual care and maintenance of the physical structure and land around it, the artifacts in the collection and those from the 1960's archeological dig specific to John and Priscilla and their family.

\$500,000 to support our Endowment Fund to build capacity and ensure fiscal strength.

\$300,000 to retire the mortgage on an abutting property added to the site in 2015.

Q. *What additions will be made to the existing facility?*

A two-floor, 2,400 square foot addition will be added to the existing administrative building (The Alden Barn). This will create lecture and gathering space for 50-75, along with an exhibit gallery, an equal access elevator to the Alden House level, a museum gift shop, office space, archival storage and a kitchen. The Center for Living History at the Alden Historic Sites will be a “Smart” building that allows information to be shared in an interactive way worldwide. The expanded facility will allow us to serve a larger audience, in turn producing a greater understanding of the impact of the Pilgrim era and increasing support for this National Historic Landmark.

Q. *What is Alden Kindred of America and what is its mission?*

The Alden Kindred of America, Inc., a nonprofit organization located in Duxbury, Massachusetts, has been helping people around the world forge connections with *Mayflower* passengers John Alden and Priscilla Mullins for more than 100 years. It has helped thousands immerse themselves in one of America's founding stories, experience firsthand the place where this history happened and explore family genealogy. Its mission is to honor the Alden Family and the Pilgrim spirit and tradition through preservation of the Alden House Historic Site, a National Historic Landmark; and to make public its history and lineage, and the significance thereof, through exhibitions, publications, programs and education.

Q. *Who are John and Priscilla and why are they important?*

John and Priscilla became the beloved icons of America's Pilgrim legacy after the publication of the best-selling poem "The Courtship of Miles Standish" immortalized their marriage. It was written in 1858 by their descendent Henry Wadsworth Longfellow. Although the romantic love triangle with Captain Myles Standish comes to us as family tradition, the Aldens' real life story of overcoming great loss and hardship has inspired generations. As a young man, John Alden left England and set sail on the *Mayflower* as the ship's cooper. Priscilla was the teenage daughter of a prosperous shoe merchant traveling with her parents, brother and a family servant. During that first winter, half the passengers died, including Priscilla's entire family, leaving her an orphan in the New World.

A few years later, John and Priscilla married and started a family which numbered ten children. Descendants of John and Priscilla's family tree over the next 400 years included three American presidents, political leaders, industrialists, scientists, poets, and artists, who had a significant role in shaping our nation.

Q. ***What relevance does this 400-year-old story have in today's world, and for today's youth?***

Today, more than 35 million Americans, regardless of ethnic origin, are direct descendants of one or more of the Pilgrims who landed in Plymouth in 1620. Mayflower descendants have included nine presidents, dozens of national leaders, poets, writers, inventors, actors and people from all walks of life. The fact that more than 10% of our fellow citizens carry the DNA of those first men, women and children who struggled for survival on the shores of New England and forged positive relationships with the local indigenous people speaks volumes about determination, family and the tenacity of the human spirit.

Q. ***I have been told that my family has descended from John Alden and Priscilla Mullins. What do I need to do to become a member of Alden Kindred? What if I'm not an Alden?***

You don't have to be a descendant to join the Alden Kindred – membership is open to anyone interested in the history and preservation of this National Historic Landmark. Since 1907 members of the Alden Kindred have represented a wide cross section of the American landscape, from history enthusiasts to Alden descendants.

Members who want to certify their lineage to John and Priscilla should fill out the lineage application posted on the Alden website and send it with the required documentation to the Alden genealogist for review.

Q. ***Are there naming rights associated with donations to Center for Living History at the Alden Historic Sites?***

Yes. There are a variety of naming options ranging from naming the **Center for Living History at the Alden Historic Site**, to the exhibition areas, the museum gift shop and the Alden Sites Preservation Fund. In the Alden House, specific rooms can be named, and on the grounds, there are several opportunities including the outside patio, the Alden Well and the Pathway to the First Site. For more information (link to sponsorship levels).

Q. ***What are the different ways I can support this campaign?***

(Link to website page that will be developed) – There are several ways that you can support The Alden Building Campaign, by donating directly on our web page (link), including us in your estate plan, participating in naming rights for individual rooms or areas on the site and through X. (TBD)