Table of Contents

1. Web trends and Statistical Report
2. Report of Public Awareness
3. Sample direct mail pieces

Distribution of this report:
Original to the Acting Director, National Park Service
Copies to: Regional Director, National Park Service
Superintendent, Statue of Liberty National Monument
BBB- Wise Giving Alliance- National Office
Attorney General- New York State
## 2nd Quarter 2017 Statistical Report

### American Family Immigration History Center® at Ellis Island

<table>
<thead>
<tr>
<th></th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>Q2 Total</th>
<th>Q2 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sessions</td>
<td>4,408</td>
<td>3,985</td>
<td>5,621</td>
<td>14,014</td>
<td>14,732</td>
</tr>
<tr>
<td>Searches</td>
<td>13,224</td>
<td>11,955</td>
<td>16,863</td>
<td>42,042</td>
<td>44,196</td>
</tr>
<tr>
<td>Total number of visitors</td>
<td>17,632</td>
<td>15,940</td>
<td>22,484</td>
<td>56,056</td>
<td>58,928</td>
</tr>
<tr>
<td>Volunteer Hours at Liberty Island</td>
<td>255</td>
<td>244</td>
<td>251.5</td>
<td>750.5</td>
<td>718</td>
</tr>
</tbody>
</table>

### Ellisland.org / LibertyEllisFoundation.org

<table>
<thead>
<tr>
<th></th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>Q2 Total</th>
<th>Q2 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>1,751,244</td>
<td>1,643,750</td>
<td>1,394,591</td>
<td>4,789,585</td>
<td>4,949,338</td>
</tr>
<tr>
<td>Visits</td>
<td>321,278</td>
<td>309,546</td>
<td>250,758</td>
<td>881,582</td>
<td>957,522</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>241,283</td>
<td>234,160</td>
<td>189,034</td>
<td>664,477</td>
<td>738,784</td>
</tr>
</tbody>
</table>

### Electronic Contacts Received:

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mail Received:</td>
<td>3,609</td>
<td>1,504</td>
<td>843</td>
<td>5,956</td>
<td>1,934</td>
</tr>
</tbody>
</table>

### Visitors:

<table>
<thead>
<tr>
<th></th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>Q2 Total</th>
<th>Q2 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberty Island</td>
<td>381,575</td>
<td>379,062</td>
<td>471,609</td>
<td>1,232,246</td>
<td>1,151,562</td>
</tr>
<tr>
<td>Ellis Island</td>
<td>245,809</td>
<td>239,095</td>
<td>304,172</td>
<td>789,076</td>
<td>751,733</td>
</tr>
<tr>
<td>Audio Tours</td>
<td>410,721</td>
<td>412,528</td>
<td>506,685</td>
<td>1,329,934</td>
<td>615,645</td>
</tr>
</tbody>
</table>
Planning continued for the 14th annual Ellis Island Family Heritage Awards. The event, scheduled for Tuesday, October 24, 2017, will be held at the Ellis Island National Museum of Immigration. Two honorees have been confirmed and efforts continue to secure a third honoree. ABC anchor David Muir has agreed to be the program’s emcee. Tribute videos are being produced to recognize each honoree’s family heritage and immigration experience.

During the second quarter the Foundation co-hosted a major donor cultivation program on Liberty Island. The event served to introduce the Statue of Liberty Museum initiative to potential donors while further developing relationships with secured contributors. Media relations were managed by the public relations firm of Diane von Furstenberg, who chairs the fundraising campaign. Results included *The New York Times, Women’s World Daily, Vogue.com,* and the *Associated Press,* which was picked up by multiple media outlets.

The 2nd quarter including the following stats documented by our media monitoring service: 396 internet clips, 326 blogs, and 28 print clips.

The Foundation’s social media activity continued to grow in the 2nd quarter. The Foundation Facebook page gained 4,304 new likes, had a total reach of 1,338,571 and, as of June 30, had 97,534 page likes.

The Foundation YouTube channel had 1,730 views in the 2nd quarter. Twitter had 1,925 followers as of June 30. The Foundation Pinterest page had 325 followers, and our Instagram page had 908 followers as of June 30.
You can honor two amazing women this Mother’s Day

Dear Friend,

Mother’s Day is all about honoring incredible women in our lives and thanking them for all they’ve done (and continue to do) for us.

So today, we wanted to suggest one very special way you can pay tribute to an amazing woman in your life: by honoring her at the new Statue of Liberty Museum. This state-of-the-art museum is under construction right now. When completed in 2019, it will be the biggest addition to Liberty Island since the Statue herself – and offer millions of visitors an opportunity to explore the history and meaning of liberty for generations to come.
When you make an honorary or memorial gift for Mother’s Day, the person you choose will be permanently honored as a Founder of the Statue of Liberty Museum. And, if you give at the $35 level or above, you will also receive our limited-edition Statue of Liberty Museum Founders medallion!*

Honor an amazing woman at the Statue of Liberty Museum

Don’t delay – Mother’s Day is this Sunday, May 14!

If you want to make this Mother’s Day truly momentous, choose an honorary or memorial gift at the Legacy Circle level with a contribution of $250 or more – and in addition to recognition for the special woman in your life, you’ll later receive our limited-edition ALEX AND ANI® commemorative medallion!* This medallion is inlaid with Liberty Copper™ from the centennial restoration of Lady Liberty herself and will be a treasured keepsake from our nation’s history.

Please note that all medallions will be sent directly to you so you can hand-deliver this gift to the person you choose; we’ll do our best to get you your medallion as quickly as we can, but hope you understand that processing and shipping may take 6 to 8 weeks. With Mother’s Day just a few days away, we are not able to deliver your medallion before the holiday.
If you've already contributed to help build the museum, we thank you for your generosity and ask you to consider an additional donation in honor of a special woman in your life. If this will be your first gift, you have found an exceptional way to show appreciation for your mom and celebrate Lady Liberty at the same time! We're so fortunate to have Liberty's protective gaze watching over us all and the new Statue of Liberty Museum will tell her story to millions of visitors for generations to come.

Won't you honor two incredible women with an honorary or memorial gift now?

Sincerely,

[Signature]

Stephen A. Briganti  
President and Chief Executive Officer 
The Statue of Liberty-Ellis Island Foundation, Inc.

*Donations of $35 - $249 receive the Founders medallion. Donations of $250 and above receive the Alex + Ani commemorative medallion.
Dear Friend - The Honoree is now inscribed on the Wall of Honor!

Thank you for choosing to honor your family on The American Immigrant Wall of Honor®. We are pleased to tell you the name you registered is now inscribed and available for viewing at Ellis Island.

The Name

The Honoree

From

is inscribed on
PANEL

Your inscription joins over 700,000 names inscribed since 1990 in this moving tribute to those who came in search of the American dream. It is now on display for posterity both online and at Ellis Island, the symbol of American immigration.

You are also now able to obtain not only additional certificates, but also a reproduction of the actual panel on which your inscription appears. These additional Commemorative Certificates and Panel Reproductions make especially meaningful gifts and serve as a wonderful reminder of your loved one’s place on this moving memorial.

To celebrate this momentous occasion, we are offering you 15% off these products! **Buy yours today because this deal is for a limited time** and applies ONLY when you use promo code 10062010*!

---

Our Official Certificate of Registration, pairs greatly with our logo-embossed document holder - also included in the 15% off promotion! Remember to add your document holder to your shopping cart.

BUY IT NOW
Bring the Wall of Honor home with you! Display your new Wall of Honor inscription in your home with our Panel Reproductions. This Panel Reproduction pairs with our logo-embossed large document holder. Remember to add your document holder to your shopping cart.

Panel Reproductions of your engraving at Ellis Island are a great gift and come professionally printed on 11 x 17” archival paper.

BUY IT NOW

*Be sure to use promo code 10062010 to redeem your 15% off. Limit one transaction per account. Members receive an additional 10% off. Wall of Honor Inscriptions and Bio Certificates are not included in this promotion. Only the honoree name is listed on the Wall of Honor. The country of origin is not listed on the Wall of Honor. Promotion expires on June 11, 2017 at 12AM EST. If you have any questions, please email contactus@libertyellisfoundation.org

You received this message because you are registered at www.libertyellisfoundation.org
Having trouble viewing this e-mail? Improve your view Mobile | Browser
If you do not wish to receive future email correspondence, click here.
Did you know you can have your family name, or the name of a loved one, engraved at Ellis Island?

Celebrate your own family this Independence Day by adding a name to The American Immigrant Wall of Honor® on Ellis Island. The Wall of Honor is a permanent exhibit on Ellis Island that honors the history and origins of all Americans, including people of all nationalities and all points of entry. On view for every Ellis Island visitor to see, the Wall honors our ancestors and our shared American experience.

Will you add your family name, or the name of a loved one, to our American Immigrant Wall of Honor?

No matter when your family arrived in America or through which port they entered, your family name or the name of a loved one can be memorialized.
Celebrate Independence Day with us! When you add a name, you'll receive an official Certificate of Registration, delivered in our complimentary logo-embossed document holder (a $22 value) yours for FREE! This offer will last for a limited-time only, and applies ONLY when you use promo code 10062025*. Remember to add your document holder to your shopping cart.

Register a name by Sunday, July 9th, to take advantage of this limited time offer!

*Be sure to use promo code 10062025 for your free document holder. In order to redeem your free Document Holder and Commemorative Certificate you must purchase a new Wall of Honor inscription. Offer expires Sunday, July 9, 2017 at 11:59 EST. Wall of Honor inscriptions are 100% tax deductible donations and cannot be discounted. One free document holder per inscription. Entries are inscribed annually. Submitted names will be inscribed Spring of 2018. If you have any questions, please email contactus@libertyellisfoundation.org.

Bring the Wall of Honor Home

If you've added a name to our Wall of Honor in the past, you may also enjoy our personalized items to commemorate your family heritage.

Purchase an additional Certificate of Registration, our beautiful document holder or frame, or even a Panel Reproduction of the engraving at Ellis Island, professionally printed on 11” x 17” archival paper.

See all personalized gifts>

Wall of Honor inscriptions are 100% tax deductible donations and cannot be discounted.

The Statue of Liberty-Ellis Island Foundation, Inc.
17 Battery Place, Ste. 210, New York, NY 10004-3307
212-361-4500

You received this message because you are registered at www.libertyellisfoundation.org
Having trouble viewing this e-mail? Improve your view Mobile | Browser
If you do not wish to receive future email correspondence, click here.
Dear Friend,

Our 36 Hour Challenge starts now, and I’m reaching out to you because your membership record revealed something surprising: your membership with The Statue of Liberty-Ellis Island Foundation, Inc. has expired!

I realize that life can get busy and maybe you just haven’t had a chance to make your 2017 membership gift. But, Friend—it’s crunch time.

We urgently need 250 members to renew in the next 36 hours. If you are still committed to preserving these national symbols, make your 2017 membership gift NOW!

EXPRESS LINK >> RENEW NOW
Please, don’t wait any longer. We only have a few hours to hear from 250 members. **Will you help us meet our challenge by renewing now?**

With your gift today, you will be renewing your membership and your commitment to Lady Liberty and Ellis Island. Will you help us continue to protect and preserve these incredible monuments?

Plus, if you can renew your membership with a gift of $50 or more, you can enjoy exclusive member benefits, including a free upload to the American Flag of Faces™ exhibit, online and on-site discounts, a membership card for the upcoming year, and so much more. Most importantly, you will know that your generosity helps preserve two magnificent pieces of our country’s history and protects our nation’s legacy.

If you have already renewed—thank you! **But if you haven’t yet, we need you by our side today—make your 2017 membership gift now.**

Sincerely,

[Signature]

Stephen A. Briganti  
President and Chief Executive Officer  
The Statue of Liberty-Ellis Island Foundation, Inc.

P.S. The new Statue of Liberty Museum is currently under construction on Liberty Island! During this challenging time, your membership support will be vital to continuing our core mission of restoring and preserving the Statue of Liberty and Ellis Island. **So please, don’t wait any longer: renew today.** Thank you!

If you have any questions about your membership support, please email us at ContactUs@libertyellisfoundation.org Thank you for your loyal support and friendship!

---

You received this message because you are registered at [www.libertyellisfoundation.org](http://www.libertyellisfoundation.org)  
Having trouble viewing this e-mail? Improve your view [Mobile] | [Browser]  
If you do not wish to receive future email correspondence, [click here](http://www.libertyellisfoundation.org).
Dear Teresa,

Are you planning to visit the Statue of Liberty and Ellis Island this summer?

Many people are—and for some, this will be the very first time they have walked through the Great Hall at Ellis Island or gazed upward at Lady Liberty. As a supporter of the new Statue of Liberty Museum, you must understand what a powerful and moving experience this is.

But you may not realize this: you make these experiences possible every single day.

We can’t thank you enough for your visionary support of this museum which will enrich the experience for every future visitor. But today, I’m writing to ask you to please consider also renewing your membership for 2017. While your Founders support is essential, your membership will help share the American story of immigration and Liberty’s promise of freedom with every visitor making her or his own pilgrimage to Lady Liberty and Ellis Island this year.

Your 2017 membership is still pending—and we need your help now to preserve and protect the Statue of Liberty and Ellis Island. Please, create an outstanding experience for generations to come by renewing your Statue of Liberty-Ellis Island Foundation membership with a gift of $25, $35, or more.

If you’ve already sent in a gift and it has crossed in the mail with this letter – thank you! If you haven’t yet, please return your membership contribution within the next ten days to help safeguard the Statue of Liberty and Ellis Island.

As thanks for all you’ve done already, I’ve enclosed a gift that I hope you will find as meaningful as we do. On your new bookmark is one of our favorite images—a view of Lady Liberty (over, please)

Ms. Teresa Bava
422 Via. Mediterranea
Paseo Del Mar
Dorado, PR 00646-4640
from the Registry Room at Ellis Island. This view of Liberty is one that millions of immigrants may have noticed as they each waited to begin their own American story.

Plus, if you renew your membership with a gift of $50 or more, you will enjoy great benefits, like discounts on meals at our on-site cafés and in our online store, a free photo upload to the American Flag of Faces™ exhibit, and more.

Most importantly, when you renew now, you will:

. . . help families discover their own immigration stories at the American Family Immigration History Center®

. . . bring history to life as you inspire each visitor with tales from Ellis Island and immigrant voyages to America

. . . illuminate Lady Liberty and her promise of freedom, opportunity, and the chance for a brighter future for all!

You will also help us look to the future—as you know, construction of the Statue of Liberty Museum is heating up and the coming months will be some of our most challenging (and most exciting!). We deeply appreciate the support many friends like you have already shown toward the new museum, but please know that while construction is ongoing, we’ll rely on your membership to make sure that we can also continue our core mission of restoring and preserving the Statue of Liberty and Ellis Island.

We are so thankful for your support of the Statue of Liberty Museum. Can we count on your membership support as well?

With gratitude,

Stephen A. Briganti, President and Chief Executive Officer

P.S. Will you let us know that you’ve received this letter and your bookmark? Please return the slip below within 10 days. And if you’re able, please also include your most generous membership gift! Thank you!