



Connecting
What Matters.
Building
What Lasts.

PLAINS ART MUSEUM
connections

PLAINS
ART
MUSEUM

THE CAMPAIGN

Connecting our community to art, and each other.

The Connections Campaign is focused on two main priorities:



PHASE ONE

Opening the Vault

Plains Art Museum holds more than 6,000 works of art in trust for future generations. We are officially out of space. Phase one expands our permanent collection storage from 2,150 to 3,700 square feet, allowing us to resume collecting, better care for existing works, and introduce an innovative open storage concept that lets the public look directly into the collection for the first time. Critical infrastructure upgrades, including mechanical and electrical systems, are also part of this phase. These upgrades protect our national accreditation, which is contingent on completing this work.



PHASE TWO

The Welcome Center

The Brian J. Hayer Family Welcome Center will be a 6,400 sq foot addition that connects our 1997 museum building to the Katherine Kilbourne Burgum Center for Creativity. It will include a cafe and museum store and create 2,000+ sq. ft of additional space for art. Designed by world-renowned architecture firm Olson Kundig, the welcome center will exceed ADA requirements, create a luminous landmark on First Avenue, and give every visitor a single, unmistakable answer to the question: am I welcome here?
Yes. Always.





WHY IT MATTERS

Plains Art Museum exists because art is where a community's heartbeat becomes visible. For 60 years, we have been stewards of this region's creative memory, preserving what connects us across generations and making those connections accessible to everyone.

Now we are ready to build what comes next. The Connections Campaign is the largest campaign in Plains Art Museum's history, and it belongs to this community. It protects more than 6,000 irreplaceable works of art. It connects two beloved buildings into one integrated experience. And it ensures that Plains remains North Dakota's only accredited art museum and its first Smithsonian Affiliate for generations to come.

This is your invitation to help write the next chapter.



WHY IT MATTERS

More than 6,000 works of art, and 60 years of community.

One museum that's free, and committed to keeping it that way.

Plains Art Museum holds a nationally regarded collection of Indigenous art. We lend works to the Smithsonian and major institutions across the country. Our exhibitions garner respect on an international level. We do all of this from a renovated tractor warehouse in Fargo, North Dakota.

This region has always been underestimated. So have we.

Your investment does not just fund a campaign. It secures a legacy. It protects works of Indigenous, regional, and contemporary art. It creates a welcome center that tells every visitor they belong. And it ensures that 50 years from now, someone will walk through these doors and feel the same thing you felt the first time art stopped you in your tracks.



YOUR IMPACT

What people say about Plains Art Museum:

**“I love this place. Too many reasons to list,
but my emotions have a home here.”**

EXHIBITION VISITOR

**“A beautiful representation of the culture
of our people. Proud to see it.”**

VISITOR TO AN EXHIBITION ABOUT LAKOTA ART

**“Every year, 5th grade students look forward to their field
trip at Plains Art Museum. They are fully engaged and
will remember this experience for their entire lives.”**

LOCAL TEACHER

**“My open studio membership gives me a place to
create, plus fellow artists to connect with. It is one
of my favorite places in the F-M area.”**

OPEN STUDIO MEMBER OF 8 YEARS



Construction on phase one begins June 2026. Architecture and engineering work is complete. The vision is moving forward now.

Plains Art Museum is up for reaccreditation in 2027. That process is contingent on completing the collections work in Phase One. Without this campaign, more than 6,000 irreplaceable works remain in an overcrowded vault, and the only accredited art museum in North Dakota risks losing the status it has held since 2003.

**With you, we protect it.
Consider making our
timeline your timeline.**

We have raised \$4.7 million toward our \$15 million goal. We are inviting you to help us make an impact for generations to come. You are not filling a gap. You are completing a vision.



Be Part of The Legacy

A TIMELINE OF WHAT THIS
COMMUNITY HAS BUILT TOGETHER.

1965



Plains Art Museum starts as the Red River Art Center.

1975



Merges with the Rourke Art Gallery Museum to form Plains Art Museum.

1997



Completes the \$2.4 million Capture the Dream campaign, relocating to a historic downtown Fargo warehouse. The Society of Architectural Historians calls this project “one of the state’s most successful adaptive reuses in a public building.”

2003



Earns American Alliance of Museums accreditation. Only 3% of US museums hold this distinction.

2012



Completes the \$5 million Little Artist in All of Us campaign with the opening of the Katherine Kilbourne Burgum Center for Creativity.

2024



Olson Kundig engaged as Design Architect.

2025



JLG named Architect of Record. Mortenson Construction named Construction Manager at Risk.

TODAY



The \$15 million Connections Campaign. The largest in Plains Art Museum’s history.

Yours to champion.

CONNECTIONS

Giving Levels

Use the range of gifts table as you consider the kind of impact you want to have on Fargo-Moorhead, and the state of North Dakota, for future generations to come.



PLAINS ART MUSEUM

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OF GIFTS**SIZE OF GIFT****TOTAL**

Leadership Giving.

Recognized on donor appreciation wall.

1**\$3,000,000****\$3,000,000****3****\$1,000,000****\$3,000,000****8****\$500,000****\$4,000,000****9****\$250,000****\$2,250,000****14****\$100,000****\$1,400,000**

Fierce Advocate Giving.

Recognized in brick campaign.

10**\$50,000****\$500,000****17****\$25,000****\$425,000****20****\$10,000****\$200,000**

Art Lover.

Public Phase of Campaign.

25**\$5,000****\$125,000****MANY****UP TO \$4,999****\$100,000****TOTAL \$15,000,000**





This is your museum.
Help us build what comes next!

OPENING NIGHT
ART EXHIBITION
PLAINS
ART MUSEUM

Learn more at
plainsart.org/connectionscampaign



PLAINS
ART
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