

The National Mall Gateway: A Civic Learning Experience for All

OUR
Monumental
MOMENT

THE CAMPAIGN FOR THE NATIONAL MALL



WE CAN CREATE A FIRST-OF-ITS-KIND CIVIC LEARNING PROGRAM

As Americans, we have a right and a responsibility to know about our history and how we can participate in our nation's story and our shared future.

But the understanding of civics among our country's school-age children is at a 30-year low. One-third of Americans cannot name the three branches of government. We want to help change that.

The Trust for the National Mall and the National Park Service are developing a first-of-its-kind “**National Mall Gateway**.” Our goal is to engage and inspire tens of thousands of teachers, students, and their families through an unparalleled new way to experience and learn from the National Mall.

With your help we can activate America's greatest living history classroom — the National Mall — for students and people of all ages to better understand U.S. history and learn the rights and duties of citizenship, and in so doing we can help further a thriving American democracy. We will create a gateway connecting students and visitors to the National Mall's history, its purpose, and its future.

WHAT WE ARE BUILDING: THE NATIONAL MALL GATEWAY A Civic Learning Experience

In every way, the National Mall Gateway: A Civic Learning Experience will deepen and enhance how people of all ages and in particular students can enjoy and learn from the National Mall both online and in person.

ACCESS CURATED RESOURCES ONLINE

Access virtual tools

Trip-planner tools, videos, interactive maps, games and tool kits for learning

Sign up for virtual learning experiences

Special themed virtual classrooms events and webinars

Access content designed for educators

Teacher trainings, workshops and customizable content that connects civic learning to sites on the National Mall

Sign up to receive year-round communication

Exclusive newsletter to keep educators and learners connected to special content and events

Content will include Trust for the National Mall and National Park Service original content along with curated content from trusted leading partners in education and history. (see full listing on back page)

ENGAGE WITH TOUR EXPERIENCES ON-SITE

Access innovative and customizable tour offerings

Access formal tours led by NPS rangers and Trust volunteer experts, or access emerging and personalized technology to create a one-of-a-kind tour experience on the National Mall

Take advantage of inviting spaces for teaching on the National Mall

Such as the Lockkeeper's House and future open-air classroom space at Constitution Gardens and Sylvan Theater

Access on-site learning resources in real time on the Mall

Learn from NPS and Trust volunteer experts stationed across the Mall and access self-guided tours, additional information about sites, signage translations, and audio recordings for visitors with visual impairment.

Receive special funding to help defray the cost of visiting the National Mall

A standing fund will assist schools and student groups to help them afford local transportation and costs associated

OUR GOAL IS TO LAUNCH FOR THE 250TH ANNIVERSARY OF AMERICAN DEMOCRACY.



OUR TIMELINE AND ROAD MAP TO 2026

Through our research and development process, our plan has the endorsement of thought leaders, educators, and industry professionals from across the country. As we prepare to begin the next phase, we are looking for philanthropic partners to join us.

PHASE 1

Research & Planning | In Progress

- ☑ Conducted listening sessions with 20+ thought leaders and industry professionals
- ☑ Hosted educator focus groups for feedback and endorsement
- ☑ Launched partnership with Deloitte US through 2023 to conduct a landscape and impact assessment to inform our pilot program

PHASE 2

Building & Pilot Program

- ☑ Raise seed funding
- ☐ Design and build digital platform
- ☐ Curate content and experiences with experts and partner organizations
- ☐ Test prototype platform and app with students and educators

PHASE 3

Launch

- ☐ Kickoff program to the public by end of 2025
- ☐ Fully operational and marketed for America's 250th anniversary in 2026

The 250th anniversary of our country in 2026 provides a remarkable opportunity to unite and inspire the nation to learn about our shared history, express pride in being Americans, and help chart the future. Demand for this program is already great and growing as momentum builds for 2026, when 50 million people, including scores of student groups, will visit the National Mall to celebrate America's historic 250th birthday.

The National Mall Gateway is designed for:

- K-12 students and educators beginning with a middle school pilot program
- Parents and families
- Youth and education organizations
- Visitors of all ages

WE HAVE THE POTENTIAL FOR ENORMOUS IMPACT IN 2026 AND BEYOND:

• Creating an Accessible National Mall

The National Mall Gateway will be an equalizer in many ways through virtual programming and enriched multi-language, multimedia installations. A new National Mall Access Fund will also help overcome the financial barriers to in-person visits that so many schools face.

• Activating America's Greatest Living History Classroom

Through the Gateway, the Trust will provide tools and information to elevate the visitor experience to combine theory and practice civics learning.

• Empowering New Generations of Informed Citizens

As a nation, how can we know where we want to go and how to get there if we have no understanding of where we have been? The National Mall bears witness to and amplifies stories and voices that have and continue to make our history.

• Instilling Civic Pride

By investing in the National Mall Gateway, we will transform the visitor experience, demonstrating to the American people and the rest of the world pride in our country and reverence for this grand space.



THE TRUST FOR THE NATIONAL MALL IS UNIQUELY POSITIONED TO HELP LEAD A CIVIC LEARNING SOLUTION FOR OUR COUNTRY.

Since its founding in 2007, the Trust has joined forces with the National Park Service to accelerate and elevate what the National Mall is and can be. This is public-private partnership at its best. After jointly determining priorities, the Trust has mobilized private resources and expertise to deliver the following:

- Completed capital projects such as the restoration of the Lockkeeper's House, German-American Friendship Garden, George Mason Memorial, and the U.S. Park Police Horse Stables and Education Center
- Developed an award-winning Volunteer-in-Parks program that provides a network of experts to enhance visitors' experiences
- Launched the unprecedented art installation, Beyond Granite
- Piloted virtual classrooms for 44 states, Puerto Rico, and D.C. with international participants
- Sponsored student visits and tours to help more students engage and connect to the National Mall's history and meaning.

The Trust's proven track-record has readied the organization to be home to this new civic learning solution.



PHILANTHROPIC PARTNERS ARE ESSENTIAL.

From the Washington Monument in 1884 to the recent reimagining of the U.S. Park Police Horse Stables & Education Center, philanthropic leaders have helped make the National Mall what it is today.

The National Mall Gateway will be truly transformative. Your support will help build:

- Technology to build and manage an online portal.
- Increased staff capacity to execute and manage the program.
- Innovative content development for both students and educators.
- Marketing and communication to promote the program to key audiences and partners.
- The creation of a National Mall Access Fund.

CONTENT PARTNERS AND COLLABORATING ORGANIZATIONS

Bill of Rights Institute
CivicED
iCivics
George Mason University
Library of Congress
Mount Vernon
Thomas Jefferson's Monticello
National Archives
National Park Service National Mall and Memorial Parks
National Constitution Center
National Council on Social Studies



**Please join us in creating the National Mall Gateway:
A Civic Learning Experience**

Together we can make an impact for enduring American democracy.