SDI SUSAN DAVIS INTERNATIONAL

Army Historical Foundation

Susan Davis International's relationship with the nonprofit Army Historical Foundation (AHF) began formally during the Foundation's fundraising period for a new Army museum more than a decade ago. AHF preserves and presents the history and heritage of the U.S. Army as the official entity designated to raise funds for the building and operations of the National Museum of the United States Army. AHF initially hired SDI to promote sales of three U.S. Minted Army commemorative coins for the construction of the museum and simultaneously develop a public awareness initiative to inspire coin purchases and educate the broad public on this important museum's meaning to the nation.

With SDI's significant experience in positioning, marketing and promoting, and planning and production of groundbreakings, dedications and opening events, the Foundation subsequently hired us to design and execute the groundbreaking of the new museum. Behind the scenes, SDI's team had to orchestrate complicated logistics that required careful planning and precision, including a plan to transport guests efficiently when a road to the museum site had not yet been built, and coordinating guest clearances and security protocols that come with high-level government officials and a tightly secured military base. SDI created a forward-leaning media posture for the Foundation's communications, which earned nationwide coverage of the project throughout its many phases.

The groundbreaking was a special project added to the ongoing communications and media relations services we have provided AHF since 2011. Post-groundbreaking SDI managed media for the museum's opening in 2020 and despite the physical constraints of the COVID-19 pandemic secured exclusive interviews with top-tier media targets. The coverage put the Foundation within reach of completing its fundraising goal.

SDI has continued to support the Foundation through the museum dedication and ongoing public education and awareness initiatives, including helping AHF prepare for the 80th anniversary of D-Day.