

Magyar Foundation of North America

Highlights of Grant Report Summary

A Year of Accomplishment

Thanks to grant funds received from the Hungarian Government, the Magyar Foundation of North America is proud to report a significant year of accomplishments.

The uniquely-qualified Magyar team employs decades of experience, and the diverse and far-reaching networks of professional colleagues and contacts the team boasts has positioned the organization strongly to further our goals of enhancing relations between Hungary and America by promoting Hungarian culture and contributions and engaging Hungarian Americans in our mission.

Collectively, the Magyar team boasts over 175 years of experience and long-standing established professional relationships with American opinion leaders, academics, elected and government officials, and the media. Our stable of talent includes a former U.S. Cabinet Level official, American and international strategic consultants, seasoned press and communications professionals, the best legal minds in the country, and a team of exceptionally capable project managers. The experience and networks the Magyar team brings to the table has allowed us to execute several successful and influential programs that few others could make happen.

All of the programs the Magyar Foundation has undertaken this year are growth-oriented endeavors designed with multi-year objectives in mind. To ensure the growth and success of these programs and more, the Magyar team has committed to this project for at least the next year.

Outreach Events to Communities of Influence

The Foundation hosted several well-attended events, boosted its online presence, and increased engagement and interest in Hungarian culture and issues.

The Foundation hosted an academic and policy forum at the **National Press Club** in Washington, D.C. that was widely attended by foreign and domestic American press, public diplomacy professionals, and public policy enthusiasts and practitioners. Two scholarly papers, one on Ronald Reagan and his role in ending the Cold War, and one on contemporary issues presented by Pepperdine University Professors Robert Kaufman, J.D., Ph.D., and Alexi Shevchenko, Ph.D. anchored the discussion.

The Foundation provided a grant to Pepperdine University sponsoring the professors' work and Pete Peterson, Dean of the Pepperdine School of Public Policy, attended to introduce this important contribution to the public record of Hungarian-American relations. The Ronald

Reagan Library generously supported this effort, providing research assistance and access to its archives.

Governor George E. Pataki hosted the Foundation's luncheon at the **Yale Club** in New York City. Governor Pataki and Ferenc Kumin, Consul General of New York for Hungary, gave remarks about Jewish Life in Hungary to an audience of academics, public officials, and other dignitaries.

The Foundation's reception in the **U.S. Capitol** honored Lajos Kossuth, the Father of Hungarian Democracy. Over 100 distinguished guests including current and former Members of Congress and U.S. Senators, Congressional staff, and Washington opinion leaders attended the event in the prestigious Mansfield Room in the U.S. Capitol. William Webster, Chair of the Homeland Security Advisory Council and former FBI and CIA Director was among many notable dignitaries in attendance.

Thomas Stipanowich, J.D., William H. Webster Chair in Dispute Resolution and Professor of Law at Pepperdine, was our featured speaker, and captivated the audience with stories of Abraham Lincoln and Lajos Kossuth that will be featured in his forthcoming book, The Lincoln Way: The Evolution of a Negotiator, Problem Solver, and Manager of Conflict. Professor Stipanowich detailed the celebration and recognition surrounding Kossuth's historic visit to the U.S. in 1851 and the strong connection between Kossuth and Lincoln's democratic ideals.

The event was the perfect showcase for the Foundation's professionally produced video, "Lajos Kossuth: Father of Hungarian Democracy," honoring Kossuth and his significant contribution to spreading democracy and freedom.

Promoting Excellence in Scholarship and Research

The Foundation established a **Hungarian Scholar Program** and competitively selected Gergely Rajnai, a Ph.D. candidate at Corvinus University of Budapest as its inaugural Public Policy Scholar. Gergely travelled to California, his first trip to the United States, to provide research assistance to Pepperdine Professors Kaufman and Schevchenko on the papers presented at the National Press Club luncheon. By working with a scholar from Hungary, the Magyar Foundation and the Professors ensured that the work was representative of the consciousness of both nations. Gergely also attended the Kossuth reception and the Yale Club event.

Magyar Team principals enlisted the support of long-time friend and associate, John Heubusch, the Executive Director of the Ronald Reagan Foundation and Library, to provide research resources of the Reagan Library in supporting the Pepperdine research papers, as well as other projects of interest to the Magyar Foundation. Mr. Heubusch attended a luncheon at Pepperdine University hosted by School of Public Policy Dean Pete Peterson, and the Foundation Executive Director and Board Members to discuss future collaboration. Former Congressman Elton Gallagly, for whom a gallery is named at the Ronald Reagan Presidential Library, was a special guest.

Building a Strong Hungarian-American Community from the Ground Up

Trip to Hungary Contest

The Magyar Foundation sponsored a contest for one person and a guest to win a free trip to Budapest. The contest was heavily promoted to people of Hungarian descent, and those with a special interest in Hungarian culture. We reached out to people through promoted social media posts, digital advertising, and a direct mail program.

Through our aggressive and targeted social media promotion of this contest, we grew our e-mail database from 400 addresses in early February to over 3000 by month's end – a growth of over 750%.

The direct mail program consisted of two mailings - one postcard-sized piece that mailed to a universe of over 4,000 households, and an oversized postcard that mailed to a universe of over 22,000 households. These universes consisted of people who have been identified through mail data programs as likely being of Hungarian descent, and people with Hungarian surnames. This program gave people who wanted to enter the Trip to Hungary contest an easy way to do so by mail, and we are receiving a healthy number of mail-in entries.

Social Media Engagement

Over 12,000 Facebook Likes and growing!

The Foundation has placed concerted effort and priority on creating a real and engaged social community in the digital space.

By providing targeted outreach, engaging and rich content, and consistent, thoughtful interaction the Magyar Foundation has built a community more than 12,000 strong (and growing each day) on Facebook's social platform.

This community is roughly 67% female, 33% male. Our community lives in Budapest, New York City, Cleveland, Chicago, San Francisco, and dozens of other cities around the world.

In the past four weeks alone the Magyar community has reached more than 218,000 people on Facebook's platform and more than 15,300 community members have taken direct action on the content we have delivered.

Additionally, in coordination with MFNA's "Hungary Trip Giveaway" effort, the organization placed significant priority on developing a reliable opt-in email list. By harnessing the power of our social community and finding additional pockets of Hungarian-engaged browsers around the United States through targeted digital display interaction, to date we have a dependable, respectable, and incredibly valuable stable of more than 1,800 opt-in email addresses - and growing!

Educating the Next Generation

The Magyar Foundation has begun discussions with **Istation**, a global leader in education technology with nearly 3 million students enrolled in 38 states and six countries. Istation is impacting teachers and students globally through groundbreaking education technology that blends online instruction with animation, game-like interactions and real-time reporting of student data.

The Foundation is working with Istation to include Lajos Kossuth as one of their featured characters, placing him in the curriculum directly offered by Istation to educational institutions. The Foundation has enlisted expert educational curriculum developers and an educational marketing firm to work with Istation on the production and marketing of a Kossuth-based online educational tool in addition to the regular Istation curriculum.

Identifying Issues that Matter to Hungarian Americans

The Magyar Foundation's top priority is serving the Hungarian-American community and promoting the bonds between our two nations. As part of that effort, the Foundation commissioned a number of surveys to identify issues that Hungarian-Americans care most about, and develop an understanding of how much the average American knows about Hungary and the relationship between our two nations. The results of these surveys will guide future outreach efforts and help identify future projects that will most effectively server our organizational mission.

An Exciting Year of Achievement

The Magyar Foundation of North America is tremendously proud of the achievements we have had this past year. We began the year with three primary objectives:

- Enhance relations between Hungary and America
- Promote Hungarian culture and contributions
- Engage Hungarian-Americans in Hungarian-focused activities and events

There is no question that the programs we were able to conduct helped our organization meet, and exceed, these objectives. Thanks to the expertise of our exceptionally qualified team of professionals, and the generous support of the Government of Hungary, the Magyar Foundation has been able to develop programs that have brought together people from both nations, attracted positive coverage in American and Hungarian media, educate people about the special relationship our two countries share, and reach out to Hungarian-Americans across our country to bring them closer to their Magyar heritage.

2015 Project Description

Report of Accomplishments

The Magyar Foundation of North America (MFNA) provided a Project Description as part of the application for GF/JSZF/656/2015. The Project Description articulated the goals and objectives that MFNA planned to test or pursue with the grant funds provided. The following report details the 2015 accomplishments of MFNA. Please note that **Section A - F** identifiers were not used in the Project Description submitted with the Grant Application but have been added in this final report to facilitate review.

Section A

Purpose/Objectives

All MFNA activities were designed to adhere to and accomplish the overall purpose/objectives stated in the Project Description:

- enhance relations between Hungary and America,
- promote Hungarian culture and contributions, and
- engage Hungarian American in Hungarian-focused activities and events.

MFNA engaged in outreach promoting Hungarian pride, cultural accomplishments, and policy issues of interest to Hungarian Americans. The specific activities related to outreach will be described below. As stated in the Project Description, the outreach strategy and messaging to promote the Hungarian culture and contributions and engage Hungarian Americans in activities and events was developed and accomplished by a combination of in-house and experienced professionals and outside consultants.

Section B

Project Description

All MFNA activities were designed and implemented to adhere to, and accomplish, the goals stated in the Project Description:

- Enhance relations between Hungary and North America by raising the visibility of and promoting Hungarian culture, contributions, and issues of mutual interest,
- Outreach and engage Hungarian Americans to develop a comprehensive communications network,

- Highlight the expertise and increase the opportunities for noted Hungarian Americans and visiting Hungarian dignitaries to engage with the North American public.

To accomplish these goals. MFNA engaged in activities to:

- recognize the past, current, and ongoing contributions of Hungarian Americans,
- provide opportunities to promote discussion of mutual policy concerns,
- outreach, engage and solicit participation of Hungarian North Americans in these and other Hungarian-focused events and activities,
- develop a database of engaged Hungarian North Americans.

Section C

Major Cultural and Policy Events

MFNA hosted several events and conducted a number of initiatives specifically designed and executed to meet the goals described in Section B, page 1.

C - 1

Lajos Kossuth Reception – U.S. Capitol, Washington, DC

The Foundation developed and planned its inaugural Capitol Hill event, *The Spirit of Our Age is Democracy: Celebrating the Father of Hungarian Democracy* to honor Lajos Kossuth. The event was originally scheduled for September 28, 2015. Due to Congressional activity, the event was rescheduled for February 27, 2016. Due to circumstances dictated by the U.S. Senate and totally beyond the Foundation's control, the event had to be held and was rescheduled for February 29. It was the Foundation's judgement that postponing the event a second time was simply not a desirable option. All financial encumbrances for the event were made well before February 28. It is also important to recognize that while February 28 is normally the last day of the month, 2016 was a leap year, thus, the last day of February was February 29. This event was a cultural event.

The event was held in the Senator Mike Mansfield Reception Room, one of the most ornate and historic reception rooms in the United States Capitol. The Mansfield reception room is immediately adjacent to the U.S. Senate Chamber and close to the historic bronze sculpture of Kossuth housed by the Rotunda of the United States Capitol. This special room arrangement could only have been made possible by our direct relationship with high-ranking Senate officials.

The reception included a video, a brochure, and a lecture about Kossuth's experiences during his historic trip to the United States in 1852. The video and brochure are at Annex A. The

Foundation had the video professionally produced by a nationally recognized, award-winning media firm, Jamestown and Associates, and the lecture was given by Professor Tom Stipanowich, who is the William Webster Chair for Dispute Resolution at Pepperdine University, California. (William Webster is the accomplished and highly regarded Chairman of the Homeland Security Advisory Council and former jurist and FBI and CIA director for the U.S. Mr. Webster was our special guest at the Kossuth reception.

Attendees included several current and former Members of Congress and United States Senators including members of the Hungarian-American Caucus, the House and Senate Foreign Affairs Committees, government affairs representatives in Washington, DC, and senior officials in the U.S. government, and Hungarian Embassy personnel, academics, students, and visiting Hungarians. Over 125 individuals attended the reception.

Additionally, the Foundation is working with Professor Stipanowich, the Kossuth Lecturer, who is authoring a book on US President Abraham Lincoln which will highlight the thought and influence that Kossuth had on Lincoln. It should be noted that Foundation representatives became aware of Prof. Stipanowich's book as a result of our work with the other Pepperdine Professors, and the Foundation made Prof. Stipanowich aware of the Kossuth/Lincoln connection and interaction. Upon conducting extensive primary source research, Prof. Stipanowich decided to add a Kossuth chapter to his book-in-progress and will acknowledge the Foundation in its Foreword.

C - 2

Policy Forum on Hungarian American Relations 1980-Present – National Press Club, Washington, DC

MFNA met and held discussions with the Executive Director of the Ronald Reagan Foundation and Library and the Dean of the Pepperdine University School of Public Policy to work in collaboration to create academic policy and scholarly programs.

One of the Foundation's most exciting and visionary projects was the Policy Forum the Foundation hosted at the National Press Club in Washington, DC on February 25, 2016. This event was a policy event.

The Foundation provided a grant to Pepperdine University, which Pepperdine matched with resources, to develop creative and forward-looking policy papers for international publication. The papers, authored by noted Pepperdine Professors Robert Kaufman and Alexi Shevchenko, were presented by the Professors at the National Press Club event which was widely attended by an audience comprised of national media, governmental, and Washington, DC opinion leaders. Copies of the papers published in English were provided to all attendees. The papers have been translated in Hungarian for publication and dissemination in Hungary. The Hungarian translated papers are at Annex B.

C - 3**Hungarian Scholar Program**

Working with our Hungarian Partners we added a scholastic feature to the Pepperdine Research and Policy Paper project described above. MFNA publicized a solicitation through our website and through local contacts in Hungary to competitively select a Hungarian graduate scholar according to the criteria described in the solicitation. MFNA interviewed candidates for this position in Budapest in November, 2015. The selected scholar began research in Hungary to assist the Pepperdine professors and traveled to the US in January, 2016 to continue to assist in the research and writing of the papers. The scholar was introduced at all of MFNA's public events and was a special guest at the National Press Club event where the papers were presented. This bilateral effort ensured that the final products included the archives and views of both nations and facilitated publication in both English and Hungarian.

C - 4**Yale Club: Jewish Life in Hungary, New York, NY**

The former Governor of the State of New York, George Pataki – who is also of Hungarian descent – hosted a luncheon for MFNA at the prestigious Yale Club in New City on February 25, 2016. This event was a cultural and policy event.

The keynote speaker was Ferenz Kumin, Hungary's Consul General to New York. The topic of the event was Jewish Life in Hungary. Attendees included prominent Jewish Americans and Hungarian business people.

Section D**Description of Project Description Activities**

A description of specific MFNA activities supporting these special programs and other activities according to the details in the Project Description is provided below. It is important to point out that some of the activities described in the Project Description were either changed, delayed, or cancelled due to the late timing of receipt of Grant Funds. The first tranche of grant funds was provided in September and the second tranche was provided in late December. This compressed timing for using funds necessitated adjustments in programs and initiatives in order to make the best use of grant funds. Such adjustments and changes are described in each Section.

Section D - 1

Operate Comprehensive Communications and Media Relations

D - 1 - a

- Press issuances (press releases and media advisories) – MFNA issued press releases and media advisories announcing and promoting the MFNA events as described above) at the U.S. Capitol to honor Lajos Kossuth and at the National Press Club in Washington, D.C. to present academic papers on issues of interest to Hungary and the U.S. Copies of Press issuances are at Annex C.

D - 1 - b

- Draft and submit op-eds and other written materials for publication in print and on-line newspapers, magazines, and other media outlets – MFNA developed and achieved publication of two op-eds. All Op-eds were developed and submitted prior to February 28, 2016. MFNA could not control publication dates and some news outlets actually published op-eds later than February 28. Op-eds are at Annex D.

D - 1 - c

- Solicit and scheduling media interviews – MFNA, through both in-house communications staff and expert communications consultants, Capitol Media Partners and Justin Wilson contacted over 50 media outlets to promote MFNA events and secure national media attendance at the National Press Club event. Under the auspices of MFNA, Pepperdine Professors were interviewed by media representatives who attended the event. A front page story in the *Budapest Times* featured an interview with MFNA Executive Director, Jo Anne Barnhart. Several other print and online news articles are at Annex E. (It should be noted that due to U.S. Senate rules, no press was allowed at the Kossuth reception at the U.S. Capitol so the Foundation generated its own.)

D - 1 - d

- Conduct advance for Hungarian guest dignitary speakers and surrogate speaker's bureau – MFNA outlined a detailed plan for a potential visit by the Prime Minister and other Hungarian dignitaries. The plan, although still an asset/work product that can be used for future visits, was not used because the visits did not occur. The Foundation believes that the featured remarks and speeches of Governor Pataki and Consul General Kumin provided exposure to Hungarian and American Hungarian speakers.

D - 1 - e

- New Media (website and online advertising) – online communication services/advertising purchased through Audience Partners in combination with an aggressive online social media program described below, combined to provide a

substantial and successful online media/advertising program for MFNA. The advertising resulted in hundreds of visits to our website with visitors signing up and providing contact information to hear about future MFNA events and activities. Graphics for online advertising and documented metrics are at Annex F.

D - 1 - f

- Social Media (Facebook, Twitter) – the following social media accounts were established:

Twitter: <https://twitter.com/magyarusa>

Facebook: <https://www.facebook.com/magyar.usa>

YouTube: <https://www.youtube.com/watch?v=D1KrpWNIXVE&feature=youtu.be>

Instagram: www.instagram.com/magyarusa/

An ambitious 90 day Facebook campaign targeted to an Hungarian American audience was implemented. Based on the results of the this 90-day campaign, a continuing ambitious Facebook campaign was developed and implemented. As of February 28, 2016, the MFNA Facebook page has over 12,000 followers.

MFNA established special twitter hashtags for events which were posted at the events so attendees could tweet about the MFNA events as they were occurring.

D - 1 - g

- Developing a press list including media with a targeted Hungarian American audience – MFNA Communications Director developed a press list including reporters and media outlets that focus on European and International issues, major American media outlets and contacts, and Hungarian focused media in America. The list is constantly maintained with additions made to update it on a regular basis.

In addition, the Communications Director established a process for media monitoring utilizing free-of-charge media monitoring services to keep up-to-date on news about Hungary reported in the American, Hungarian, and international press. A data system for maintaining all news relevant to Hungary to provide easy access for reporters and researchers to positive news stories about the contributions of Hungarians and the special relationship between the US and Hungary was created to communicate to Hungarians in North America.

Section D - 2

Outreach to Hungarian Americans

D - 2 - a

- Develop a marketing and social media communications program to engage Hungarian North Americans – as described in D - 1 - f, page 5, MFNA developed and implemented an aggressive Facebook campaign targeted to Hungarian-Americans. The Foundation Facebook community is approximately 67% female and 33% male. Our online community lives in Budapest, New York City, Cleveland, Chicago, San Francisco and dozens of other cities around North America and the world.

D - 2 - b

- Develop and maintain a Facebook page – as described in D - 1 - f, page 5, MFNA developed and maintains a Facebook page with (currently with over 12,000 followers). The Facebook page is updated daily with new postings about items of particular interest to Hungarian Americans. For example, postings have included news related to Hungarian wines, *Son of Saul* (specifically in January and February 2016, encouraging Facebook Friends to host Oscar parties), award winning Hungarians and title recipients in a range of professional fields including sports, and marking notable Hungarian celebratory dates and occasions. Links are provided to positive online stories about Hungarians and issues of importance and interest to the Hungarian American community.

D - 2 - c

- Develop, produce and disseminate targeted direct mail as needed – MFNA used a direct mail consultant to develop, produce and deliver two targeted mailings promoting the opportunity to win a trip for two to Hungary. One mailing was an oversized postcard mailed to a universe of 4,000 households. The second mailing was an oversized postcard mailed to a universe of over 22,000 households. These universes consisted of individuals who have been identified through mail data program as likely being of Hungarian descent, and people with Hungarian surnames. This direct mail program gave people who wanted to enter the Trip to Hungary contest an easy way to do so by mail as well as informing recipients how to visit the MFNA website and enter online.

MFNA received over 3,000 contest entries. Entrants were required to write an explanation of what Hungary means to them and why it was important to them to visit Hungary. Copies of Trip contest direct mail are at Annex G.

D - 2 - d

- Develop a database with contact information for identified and engaged Hungarian Americans including email, postal mail addresses, demographic information, and contribution information. Through MFNA's aggressive and targeted social media promotion of the trip contest described in D - 2 - c, page 6, the Foundation email database grew from 400 addresses prior to the contest to over 3,000 within one month,

a growth of over 750%. MFNA also used Facebook friends and other website visitors to build the database.

D - 2 - e

- Once engaged, develop and implement ongoing, regular communications to maintain relationship with identified Hungarian Americans – In the last four weeks of the grant period alone, the Foundation community reached more than 218,000 people on Facebook’s platform and more than 15,300 MFNA community members have taken direct action on the content we have delivered.

D - 2 - f

- Develop, produce and distribute an MFNA membership card – designing, producing and marketing a membership card is an effort that requires repeated, multiple contacts to net results. The Foundation decided to invest resources that would have been used for a membership card drive to support the Win a Trip to Hungary contest which was able to be developed, promoted and brought to conclusion within a matter of weeks rather than months. The point of the membership card drive was to create and enlarge the MFNA database of Hungarian Americans. As noted in D - 2 -c, page 6, the database was substantially increased through the contest.

Section D - 3

Discern the Particular Concerns and Interests of Hungarian Americans

D - 3 - a

- Conduct at least three research surveys – Research surveys were conducted in September 2015. Grant funds were not used for these surveys.

Section D - 4

Highlight and Promote Hungarian Cultural Contributions

D - 4 - a

- Develop and implement Honorary Dinners and Awards – As described in C - 1, page 2, the Capitol Hill reception Honoring Lajos Kossuth the Father of Hungarian Democracy highlighted the historic Hungarian culture of freedom and the shared cultural value the US and Hungary place on democracy.

D - 4 - b

- Develop and host social themed events at appropriate locations across North America – The development of the database became substantial after aggressive social media and online advertising to engage visitors to the website and Facebook page. MFNA’s plan was to move from a national/international database to localized, regional databases in areas with high concentrations of Hungarian Americans. Compressed timing severely inhibited Foundation efforts to achieve critical mass in the database and then have the time necessary to compartmentalize on a regional basis. As a result, the Foundation decided to focus on national events focused on Hungarian history, heritage and issues of interest such as the Kossuth Capitol Hill reception described in C - 1, page 2, the Yale Club breakfast focusing on Jewish Life in Hungary described in C - 4, page 4, and the historic and current issues addressed in the papers presented at the National Press Club event in Washington, DC described in C - 2, page 3.

D - 4 - c

- An unanticipated opportunity to increase awareness about Hungary’s historical love and fight for freedom presented itself when the Foundation initiated discussions with Istation, a global leader in education technology with nearly 3 million students enrolled world wide in 6 countries and 38 states. Istation is impacting teachers and students globally through groundbreaking education technology that blends online instruction with animation, game-like interactions, and real-time reporting of student data. See www.istation.com for more information.

Senior Istation executives reviewed the story of Lajos Kossuth to develop a way to include him as one of their active characters. This would place Kossuth in the curriculum they offer to educational institutions. The Kossuth story would most likely be extremely comprehensive and would be in every package they offer. In addition, Istation requested that MFNA submit a full curriculum lesson plan and a marketing plan for it. MFNA has engaged a long-time educational marketing agency to develop the plan. An outstanding educational curriculum developer has been identified and meetings have been held to move ahead on developing the Kossuth lesson plan for submission to Istation. The curriculum designer who is an Assistant Dean at Marymount University, Arlington, Virginia will be developing the lesson plan using the research Professor Stiponowich developed for the Kossuth chapter in his book on Abraham Lincoln.

Section D - 5

Develop a Surrogate Speakers Bureau

D - 5 - a

- Identify and solicit participation from noted Hungarian experts and experts in Hungarian related issues. As described above identifying and scheduling surrogate speakers requires months of lead time due to the advance scheduling of appropriate forums.

D - 5 - b

- Marketing and scheduling of identified surrogate speakers did not occur due to the timing issues explained above.

Section D - 6

Develop Opportunities for Visiting Hungarian Dignitaries to Engage the Public

D - 6 - a

- Solicit speaking opportunities MFNA was not notified of or aware of any visiting dignitaries who requested engagement with the public.

D - 6 - b

- Identify and design other opportunities (such as onsite visits to businesses, philanthropic organizations, or other activities of Hungarian North Americans). As noted in D - 6 - a, MFNA was fully prepared to do advance and identify opportunities for interaction between visiting Hungarian dignitaries and Hungarian Americans but MFNA was not advised of or aware of any visiting dignitaries who requested such interaction.

Section D - 7

Develop Policy Papers and Conduct Policy Forums

D - 7 - a

- Identify issues of particular interest to Hungarian Americans – As noted in D - 3 - a, page 7, MFNA funded research surveys. Grant funds were not used for these surveys.

D - 7 - b

- Identify Hungarian issues of interest – the press monitoring described above allowed MFNA to ascertain Hungarian issues receiving substantial press attention in America. This monitoring specifically identified Jewish life in Hungary as an issue of interest and provided the focus for the Yale Club event, C - 4, page 4, where Governor George Pataki

and Consul General Fernz Kumin provided a personal and national perspective, respectively, on the issue.

D - 7 - c

- Develop policy papers for use in increasing awareness of issues related to Hungarian interests. The Foundation provided a grant to Pepperdine University to fund the research papers. As described in C - 2, page 3, one of these papers focuses on President Ronald Reagan and ending the Cold War which had a dramatic effect on Hungary, and the second papers focused on contemporary issues as related to US/ Hungary relations. The papers have been published in English and have been translated into Hungarian for dissemination in Hungary.

D - 7 - d

- Develop and host policy forums in the Washington, DC area and other appropriate locations across North America. The research papers described above were presented at the Foundation's National Press Club Policy Forum which is described in in C - 2, page 3.

Section D - 8

Fundraising to Support Operations and Offset the Cost of Social and Policy Events

D - 8 - a

- Direct Mail – Direct mail fundraising requires a long-term investment with repeated mailing to what are typically low dollar and repeatedly loyal donors. In consultation with an expert Direct Mail consultant – determined that a direct mail fundraising program was not viable unless it could be funded and conducted for at least one year. Instead, such an effort was likely to actually cost more than it could raise within the time the funds were available to be spent.

D - 8 - b

- Personal solicitation – MFNA retained the services of a consultant to develop a major event/major donor program. Such programs require a national organizational footprint as well as building relationships with potential major donors to attract support for programs and initiatives. The consultant developed a list of Hungarian American business people and potential donors. The consultant made personal solicitation calls to individuals on the list that was developed. Personal calls made by the consultant to his extensive list of potential major donors made it clear that a series of significant and successful events as well as additional cultural and educational initiatives would provide the inducement necessary for a successful major donor program.

D - 8 - c

- Events – MFNA made the decision to host/sponsor highly visible events to attract interest in Hungarian history, heritage, culture and policy issues. The Foundation believes that the broad range of attendees the events attracted can form the basis for targeting fundraising events in the future.

D - 8 - d

- It should be noted that Pepperdine University provided resources to match the \$50,000 grant provided to Pepperdine by the Foundation. This financial support allowed MFNA to offset half of the cost of producing and promoting the Pepperdine papers and hosting the National Press Club policy forum.

Section D - 9**Develop a Tourism Campaign****D - 9 - a**

- Develop a plan for a comprehensive Tourism campaign including ads and an online presence with website links promoting Hungary as a destination for North Americans and Hungarian Americans – MFNA developed a comprehensive tourism campaign plan including researching and developing a television time buy schedule, methods of other media outreach to promote the tourism campaign, as well as a theme and television advertisements to deliver the message. Due to the cost of the time buy required to make the campaign viable, the Foundation determined it was not advisable to proceed with the tourism campaign. The detailed plan and time buy remain an asset/work product that the Foundation can use when sufficient funds are available. A copy of the tourism plan is at Annex H.

Section E**Magyar Foundation of North America Staff**

The MFNA staff for the grant period was comprised of the two individuals identified in the Project Description. The duties and responsibilities were performed according the descriptions in the Project Description with the exception of duties related to the Surrogate Speakers Bureau. As noted above, the Foundation did not pursue development of a Surrogate Speakers Bureau due to the lead time that is required for identifying opportunities for surrogate speaking.

Section F

Outside Consultants

As stated in the Project Description, legal counsel was provided by Craig Engle, Partner, Arent Fox, Washington, DC.

As stated in the Project Description, day-to-day accounting services and services related to meeting the requirements of the grant were provided by David Satterfield of the Huckaby-Davis-Lisker accounting firm.

As stated in the Project Description, survey research and strategic and messaging services were provided by an outside consultant. Grant funds were not used for these services.

As stated in the Project Description, social media services were provided by an outside consultant.

As stated in the Project Description activities to develop a major donor/major event fundraising program were conducted by an outside consultant.

Section G**Office Location**

As stated in the Project Description, MFNA maintained an office located at 3033 Wilson Boulevard, Suite 700, Arlington, Virginia 22201.