

FIELD GUIDE TO

Local Preservationists

Learn who they are, what they do,
and how to win their support.



FOR PARTNERS OF THE
NATIONAL TRUST FOR HISTORIC PRESERVATION

NATIONAL
TRUST
FOR
HISTORIC
PRESERVATION®

of interests, like...

For my entire adult life, I was a Local Preservationist and didn't know it.

I volunteered to help save a historic neighborhood school. I donated to local historic sites. I circulated petitions to keep an inappropriate building from coming to our town. We moved to historic neighborhoods: The Country Club Plaza in Kansas City, Missouri; Santa Fe, New Mexico; and now Old Town Alexandria, Virginia. We restored three historic homes. We went out of our way to stay at historic hotels. With groans from my kids, I could not pass a historic marker on the highway. And yet, over those decades of being a Local Preservationist, the Trust missed me and I missed the Trust. We would have been perfect for each other.

We now understand, because of the research we recently completed, that there are 15 million Local Preservationists in the United States. They share many of those same interests and values, and are taking action on behalf of preservation. We also know that there are 50 million more people who are highly sympathetic to the cause of saving places. As we work with our Partners to expand the preservation movement and grow our collective influence at the local, state, and national levels, as well as broaden the base of support for preservation, it makes sense to reach out to those who share our interests first before attempting the more difficult task of changing people's interests. With that simple idea in hand, we have assembled what we now know about Local Preservationists into this guide, to help our Partners seize the opportunity all around us. Of course, this guide will grow as we learn more.

Preservation is a vibrant movement that has grown stealthily because of the passion of local supporters. It is time for us to absorb the spirit and energy of these millions of Local Preservationists into our work, and to bring these potential supporters home.



TERRY RICHEY
Chief Marketing Officer
National Trust for Historic Preservation



The Future of Preservation.

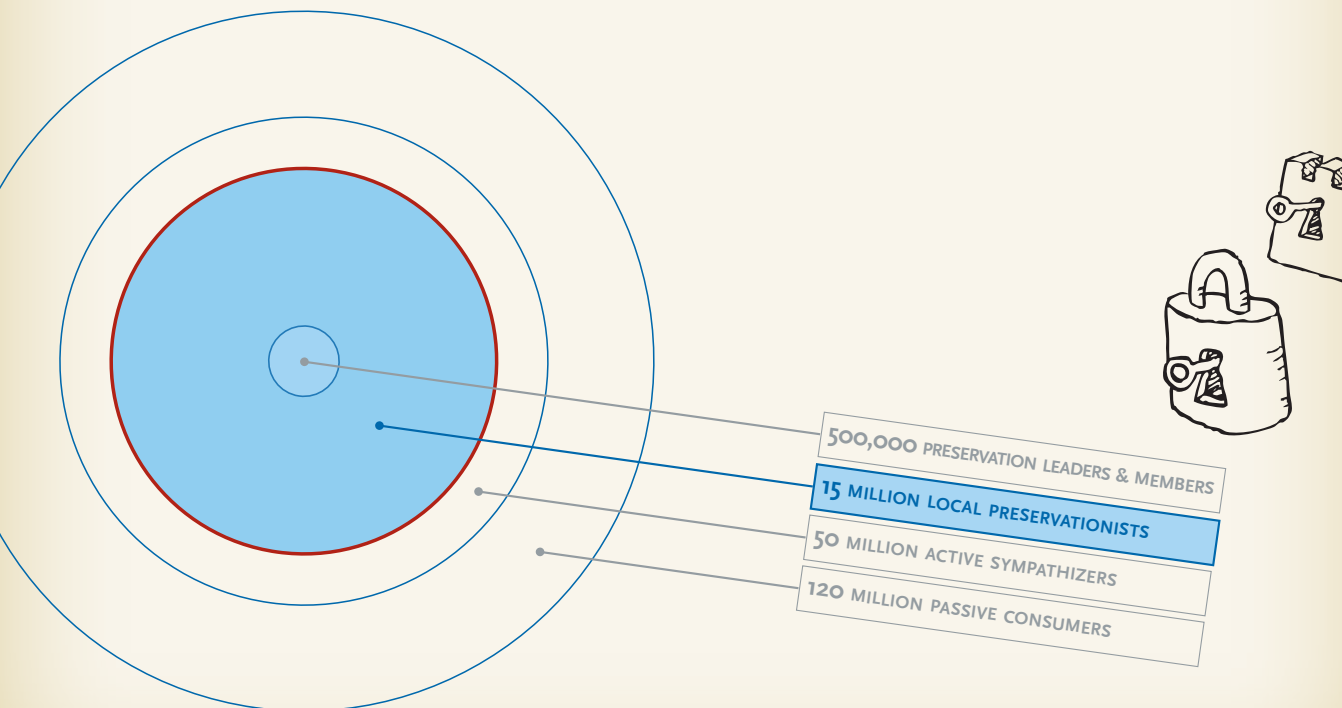
We—the National Trust, our Partners, fellow preservation organizations and colleagues—have all been talking a lot about that statement recently. And we’ve been brainstorming and researching ideas and ways to grow the preservation movement into one that is more visible, relevant, and broadly inclusive in today’s world. One group, one organization, one person cannot do it alone. We must work together to create a vibrant and bright future for historic preservation.

The National Trust has conducted extensive research into who else out there is passionate about preservation, who understands its power and its importance in our society, and who can join the movement to increase our visibility and strengthen our voice.

This research indicated there are several segments of people with varying degrees of preservation participation.

There is one new group in particular that is critical to the future of preservation—roughly 15 million people across the country who are regularly engaged in multiple preservation-related activities (volunteered, attended a town meeting, signed a petition, etc.), yet may not consider themselves preservationists. They are an untapped, incredible resource.

We are calling them “Local Preservationists.”



About a third of Americans actively support the work of preservation. Of more importance, about **7%** of Americans are actively engaged in preservation and are those we call 'Local Preservationists.'

225 million Americans are 18 years or older



65 million of those Americans are sympathetic to the preservation cause



15 million Americans (**Local Preservationists**) are regularly engaged in preservation actions and activities



These 15 million **Local Preservationists** generally fall into five groups



- 1 Young Activists
- 2 Green Go-Getters
- 3 Community-Conscious Parents
- 4 History Buffs
- 5 Architecture Lovers



The Basics of Local Preservationists:

- > Average age is 35
- > 61% are male
- > 33% are non-white
- > 60% have < 4-year degree
- > 19% make > \$100,000/yr
- > They are likely to volunteer and fundraise
- > They are active in social media

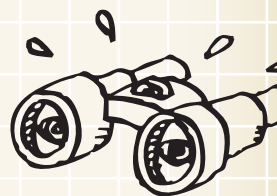
How do they compare to preservationists you're already engaged with?

More than likely, your current support base is composed of people we call "Preservation Leaders"—people who consider preservation to be their number one cause and who are extremely active in preservation-related activities.



Local Preservationists vs. Preservation Leaders

	LOCAL	LEADER
Average age	35	51
Male	61%	35%
Female	39%	65%
White	67%	93%
African American	16%	2%
Hispanic	9%	1%
American Indian or Alaska Native	1%	<1%
Asian/Pacific Islander	6%	2%
Other	1%	2%
Some college	69%	96%
Bachelors	40%	94%
Masters	13%	71%
Doctorate/Law	1%	11%
Income		
< \$50,000	50%	18%
> \$100,000	12%	32%
Urban	42%	62%
Suburban	41%	18%
Rural	16%	18%



Local Preservationists are probably different than
your current support base, but they are still active
and engaged in the community in
a very hands-on way.



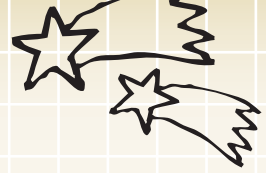
Top preservation-related activities:

Attended local craft fairs	95%
Frequented museums to learn about history	93%
Stayed in a historic hotel	80%
Made a donation to a preservation organization	76%
Signed a petition	75%
Made a donation to a historic site	75%
Bought a ticket to a fundraising event	70%
Attended a town meeting	66%
Wrote to a politician	65%
Volunteered to help restore a historic building	58%
Joined a food co-op	46%
Volunteered as a tour guide	42%

*At least once in the past 3 years



They are also very interested in doing a wide range of things directly related to saving historic places.



Top preservation interests:

Visiting places to learn about American history	79%
Traveling to historic communities	78%
Voting for which historic sites should receive funding	77%
Attending an “insider’s” tour of a historic place	75%
Seeing interesting architecture	74%
Attending a lecture on important historic sites	73%
Attending a happy hour at a historic site	67%
Promoting a historic place in social media	62%
Helping to document and map historic buildings in their city	58%
Raising funds to help save an important historic building	57%
Volunteering to help a “Main Street” community program	56%
Participating in an archeological dig at a historic place	56%
Volunteering to help repair a historic building	52%
Staffing a booth at a local fair to promote historic places	51%
Downloading a smartphone app with historic site info	48%
Creating a video for YouTube about a historic place	35%

*very/extremely interested in or likely to...

But how do they see themselves fit into the preservation movement?

Do they consider themselves preservationists?



When asked how well each of the following statements described themselves, they answered: (extremely/very well)

	LOCAL	LEADER
I would describe myself as a preservationist	56%	82%
Preservation is something I find important and support on a national level	71%	87%
Preservation is something I find important and support when there is a local issue	77%	88%
Preservation is something I find important but I don't often get involved myself	32%	7%
I feel that the term "preservationist" carries negative meaning	22%	10%
I appreciate the architecture and/or aesthetic value of historic buildings	88%	98%

They aren't afraid of the word "preservation" and even if they may not call themselves preservationists, we know they are.

But how well do they know who you are?



We asked them how aware they were of specific organizations working for historic preservation:

National organizations	4%
State organizations	12%
Local organizations	23%



We know we need to work on raising more awareness about our organizations.

Some good news is that...



76% of Local Preservationists made a donation to a historic preservation organization or historical society in the last 3 years.

And their support doesn't stop at \$...

They supported the following types of organizations in the last 3 years:

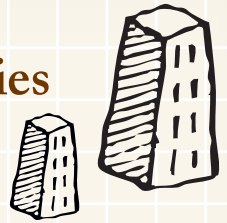
(donations, volunteer time, signed a petition, wrote a letter, etc.)*

Local preservation organization	66%
State preservation organization	32%
Historic site	58%
Historic District Commission	14%
National preservation organization	28%

They are active supporters, whether it's money, time, or a signature. Here are some causes they are most likely to put pen to paper to support...

*While Local Preservationists are often not able to recall specific preservation organizations, they do say they support us. These numbers represent any type of support over the past three years.

They consider these preservation activities to be the most, or very, important:



Preserve historic buildings	85%
Protect landmarks	84%
Protect places	82%
Protect America's cultural heritage	81%
Take direct action to save historic sites	77%
Engage local communities	77%
Build strong alliances	74%
Identify and protect sites that represent diverse communities and cultures	74%
Develop innovative strategies, tools, and resources	72%
Engage state and local partners	71%
Be a champion for America's history	70%
Empower local preservation activists	69%
Advocate in court and in Congress	63%
Build a diverse, dynamic movement	61%

It's probably safe to say we all reach out to supporters via mail, email, Internet, social media, and maybe even radio, but here are their top 10 communication preferences...



Top ways they prefer to find out about issues related to historic preservation:

Television	64%
Newspaper	52%
Visiting/touring a historic site	40%
E-newsletters or emails from historic preservation organizations	37%
Online at an organization's website	32%
Facebook	30%
Magazines from historic preservation organizations	28%
NYT.com, CNN.com, MSNBC.com, etc.	27%
Direct mail	26%
Radio	25%



REMEMBER: these are ideas, statistics, and information gathered through research. You may find that other and different ways of engaging Local Preservationists work better for your organization.

To be successful, to have an impact, and to preserve the places that matter to all of us, it is critical that we work together to raise MORE awareness about historic preservation and its benefit in our lives.

Who do they support:

LOCAL PRESERVATIONISTS:

Historic preservation is their **#5** cause

Preceded by:

1. Fire, police emergency, and rescue
2. Disaster relief
3. Animal welfare
4. Social services



PRESERVATION LEADERS:

Historic preservation is their **#1** cause

Followed by:

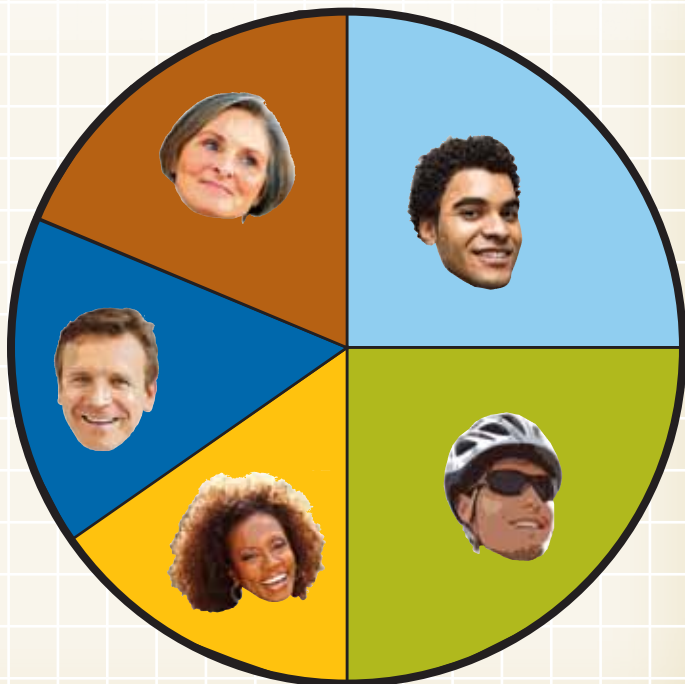
2. Environment and conservation
3. Arts or art-related
4. Education-related causes
5. Social services

Let's make historic preservation
the **#1** cause
supported by Local Preservationists.

Using the research data, we were able to identify five groups of people with similar preservation interests within the Local Preservationist segment. This work is for marketing purposes—it puts a face on who we want to engage with and earn their support, and helps us understand what we can offer to make that happen.

Categories of Local Preservationists:

- 25% Young Activist
- 25% Green Go-Getter
- 20% Architecture Lover
- 15% Community-Conscious Parent
- 15% History Buff



YOUNG ACTIVIST

25% OF SEGMENT: 3,825,000 PEOPLE

Local #1
Preservationist

Name: "Eric"
Age: 21
Location: Charleston, SC
Education: Junior at College of Charleston;
Urban Studies Major
Occupation: College Student

About Eric:

An active and energetic young man, Eric brings his passion for community to his educational and personal causes. As a junior at College of Charleston, Eric has decided to concentrate on Urban Planning and Administration, hoping to pursue a career in community development. He spends 20 hours a week as an intern with the city's Department of Planning and Neighborhoods working on projects like the Green Business Challenge and Bike to Work Day.

Fun facts:

He's known among his friends as the "fastest texter alive," often seen pounding out texts, emails, and Facebook posts on his Droid around the clock. Eric spends most of his time in a tight circle of friends, but has no girlfriend and no children.

In his own words:

"Charleston has an old-world charm and grace that can complement a lot of new, progressive projects too. The possibilities are endless, and I'm excited to help bring them to life."



COMMUNITY-CONSCIOUS PARENT

15% OF SEGMENT: 2,225,000 PEOPLE



Name: "Vanessa"
Age: 37
Location: Washington, DC
Education: Dickinson College; BA in Business Management
Occupation: Analyst at Deloitte

About Vanessa:

Vanessa moved to Washington, DC the day she graduated from Dickinson. She and her husband met at Jazz on Jackson Place where they discovered a mutual love for antiques, design, and downtown living. They bought their first home on Capitol Hill near the historic Eastern Market and consider the city their backyard, since they don't have one of their own. When the Market caught fire in 2007, Vanessa volunteered with "Save Eastern Market," distributing bracelets and selling t-shirts at other DC markets to raise money for the restoration. She strives to expose her two children to culture and the past in order to give them a sense of place.

Fun facts:

One of her favorite weekend activities is taking the kids to DC area historic sites. She uses her iPhone to post family photos and share interesting articles on Facebook, a site she visits daily.

In her own words:

"My husband and I want to raise our kids to make positive contributions to society. We model that through our own choices in where we live, what we consume, and how we continue to learn."



GREEN GO-GETTER

25% OF SEGMENT: 3,825,000 PEOPLE

Local #3
Preservationist

Name: "Paul"
Age: 28
Location: Loveland, CO
Education: UCLA School of Law
Occupation: Lawyer, Junior Associate

About Paul:

Paul fell in love with Colorado when he toured the state on a month-long road trip after he took the bar. He and his girlfriend recently bought a 3-bedroom house in a historic district and they spend most of their free time outdoors enjoying the natural beauty and landscapes of the West. He strives to be sustainable in all aspects of his life—from living within walking distance of the office to serving on the board of his local farmer's market.

Fun facts:

Paul's work as an attorney doesn't leave him much free time, but when he does have a weekend available, he goes biking or hits up the New Belgium Brewery in nearby Fort Collins. Not that he leaves work completely behind; Paul's iPad keeps him connected to the office.

In his own words:

"Living authentically means being in touch with both the natural and man-made environment. Green space is essential for healthy, happy living."



HISTORY BUFF

15% OF SEGMENT: 2,225,000 PEOPLE

Name: "Joe"
Age: 44
Location: Story City, IA
Education: high school
Occupation: Assistant Sales Manager
for State Farm



About Joe:

Joe practically lives in his car. It's how he travels for work, where he listens to Car Talk on NPR, and what he uses to take his wife and two kids on road trips to historic sites and parks throughout Iowa. Given all his road time, Joe is very familiar with Iowa's hidden gems, particularly the vintage roadside signs he likes to document with his new digital camera. He's also an active volunteer for his local Main Street program and happily boosts their "Buy Local" initiative.

Fun facts:

His favorite activity—marching with his fellow Army Reservists in Story City's 4th of July parade and waving to all his friends and neighbors along the route. Joe doesn't spend much time at the computer (he usually relies on his work BlackBerry), but when he does go online, he searches for family destinations and activities in Iowa.

In his own words:

"People think they have to travel far and wide to learn history, but that's not true. History is right in our backyards. It's up to us to re-discover it and protect it for our kids."



ARCHITECTURE LOVER

20% OF SEGMENT: 3,000,000 PEOPLE

Name: "Cathy"
Age: 58
Location: Pasadena, CA
Education: Pomona College; BA in Art History
Occupation: Small Business Owner (caterer)

Local #5
Preservationist

About Cathy:

She has owned her catering business in Pasadena for 20 years and is an established member of the community. She and her partner own a historic home in Arroyo Terrace, where Cathy once organized a giving circle among her neighbors to fund a history lecture series at the Gamble House.

Fun facts:

Cathy often accompanies her elderly father on architecture tours around the country; while traveling, she relies on her iPhone to tweet her adventures through her newly minted Twitter account (she reserves her Facebook profile for keeping up with old high school friends).

In her own words:

"Preserving our local neighborhoods isn't just about preserving aesthetics or architecture or a sense of space for tourist brochures. It's about preserving the actual community—the people who live there and their shared history."



These are people we need to reach.

At the beginning of this guide, you read some statistics about activities they like to participate in, their thoughts on preservation and its importance, and some of the ways you can communicate with them best.

On the following pages, read about some more specific ideas on how to reach these Local Preservationists.

Then, put these ideas into action; engage new support for preservation; and save places that are a part of our heritage.



Offer Local Preservationists...

Experiences

- Create travel guides and themed itineraries for different perspectives and experiences on a historic tour.
- Develop maps for bike tours and road trips for all ages to explore classic or off-the-wall sites.
- Organize exclusive shutterbug events for photography buffs to get behind-the-scenes shots.
- Create kid-friendly activities like “I Spy” games, scavenger hunts, and audio tours that are fun for the whole family.
- Develop a smartphone application to create personalized tours of historic sites and local communities.
- Design an insider’s educational series or writer’s series at historic sites for the life-long learners.
- Organize outdoor film screenings for different age groups to showcase historic sites or local landscapes.
- Promote open house weekends or Open Doors Day at local sites for day trippers of all ages.



Offer Local Preservationists...



- Organize meet-up groups from home-brewers to amateur farmers, providing a common space for local activities.
- Set-up neighborhood festivals to create a sense of place among neighbors.
- Create digital places for people who live near and far to share their memories of historic places and connect with, and learn from, each other.
- Develop a regular schedule of happy hours at historic places to provide a social atmosphere for local activists to get together and share stories and ideas.
- Organize urban installations, such as a community garden, to promote local caretaking.
- Provide signs of support, such as historic pennants or flags, for people to proudly display.
- Develop Foursquare Badges for people to earn by checking in to historic places.



Offer Local Preservationists...

Ways To Save Places

- Provide toolkits to organize local advocacy groups, such as Friends of the Falls in Washington state.
- Develop online petitions that can be used to save local historic places, as well as national treasures.
- Develop a framework for people to host house parties or giving circles to help fund a local or national historic place.
- Help organize local preservation chapters on college campuses or a 5K Run/Walk to 'Save the Courthouse.'
- Create incentives to fundraise, such as organization-branded swag—ex. t-shirts, car magnets, "I Saved the Bridge" bracelets.
- Develop opportunities for hands-on involvement for kids, from helping to repair a stone wall to restoring a garden.
- Create more intensive opportunities such as carpentry and archaeological digs for adults.



When you think about engaging Local Preservationists in saving places that matter, here are a few ideas about how the five people you just met might support your project.



Eric, from Charleston, wants to help save the waterfront:

He downloads grassroots advocacy organizing tools from your website.

He organizes a "Charleston Charm" group on Facebook to rally community supporters. It generates 10,000 'likes' in the first 6 months. You connect with him on Facebook and he helps secure a couple thousand signatures for your online petition.



Vanessa, from Washington, DC, wants to save a nationally significant historic site:

Given the opportunity to design a field trip for her eldest child's school, she chooses this historic site for the destination and the class participates in an archeological dig to help uncover outbuildings.

She organizes a giving circle of other moms to support specific needs at the historic site. She finds tips for how to do this on your website.



Paul, from Colorado, wants to save an old dude ranch:

He donates 100 hours in pro bono legal services to your organization to help support issues surrounding the future protection of the ranch.

He sets up a table at his local farmers' market where he shares information about the Save-the-Dude-Ranch project and collects email addresses of potential volunteers and donors.



Joe, from Iowa, wants to save a local, historic synagogue:

When Joe finds out that the synagogue where his kids had participated in an educational program had to stop services because of a leaky roof, he remembers how beautiful the building is and decides he has to do something.

He contacts your organization to connect with other local volunteers to find out how he can make a difference. He joins a Task Force on your website and works with fellow members to hold local fundraising parties around the community.



Cathy, from California, wants to save a mid-century modern architectural icon:

When she finds out that a private home, designed by one of her favorite architects is slated for demolition, she decides to take action by starting a Twitter campaign.

She downloads planning materials from your website to organize and host a banquet, sponsored by her catering company in partnership with a local community garden.

Questions that you may have...

“How could there be 15 million people interested in preservation under our radar?”

Interestingly, this has not been under the National Trust’s radar. We have research studies going back 20 years that have identified this potential group, which we’ve sometimes referred to as ‘latent preservationists.’ What this new research suggests is that these folks are not ‘latent’ but quite active. It’s time for this group to be the center of attention in the preservation movement.

(To put the number 15 million in perspective, there are 4 million scuba divers, 3 million teachers, and 45 million left-handed people in the US.)

“Will we all ‘compete’ for support from Local Preservationists?”

Absolutely not. There are millions of Local Preservationists not engaged with their local or statewide organizations. In fact, only 12% say that they are aware of their statewide preservation organization. This is an opportunity to raise support at all levels, from local to state to national.

“Are these people real ‘preservationists?’”

Yes. They hold preservation values, engage in preservation activities, and support preservation through volunteering, advocacy, and donations. But no, they are not like much of the current base of supporters, people we are calling Preservation Leaders, in many important ways. Many would not describe themselves as ‘preservationists’ if asked. In order to broaden your base of supporters, you must find ways to be more like this group, rather than expect this group to be more like your current members.

“How can we afford to spend the outreach funds to reach local people across the country?”

Non-profits nationwide face the same challenge. You can get creative in using partnerships with corporations or other local organizations, and especially in your partnership with the National Trust for Historic Preservation. Use public service announcements. Use a variety of social media. The good news is that there are 15 million people ready to hear your story.

“Will this group support us financially?”

Research suggests that they are more likely than Preservation Leaders to help you raise money—after all 3/4 of them made a donation to a historic preservation organization within the last 3 years. The reality is that these are people who are not in their peak earning years (half are under 35 year old) so many will not become major donors until they mature into their careers and have more discretionary income. However, cultivating that relationship over a decade or two will help you financially along the way, and pay off dramatically in the years ahead.