

This Place Matters Toolkit

How to Create a Campaign for a Place You Love



National Trust for
Historic Preservation®



**Everyone has places that are important to them.
Places they care about. Places that matter.**

This Place Matters is a national campaign that encourages people to celebrate the places that are meaningful to them and to their communities. Since 2015, participants have shared more than 10,000 photographs of themselves and their favorite places on social media using the hashtag #ThisPlaceMatters.

Ready to tell the world about a place that makes your heart beat faster? Follow the tips in this toolkit to launch your own *This Place Matters* campaign!





WHAT'S YOUR MESSAGE?

Before diving in, take a second to think about the goal of your *This Place Matters* campaign. Answering the following questions will help you determine both a core message and a game plan.

- What's your elevator speech? Why is this place important to you and to your community?
- Is this place threatened? If so, are you trying to save it and what challenges do you think you'll face in doing so?
- Who is your audience? A property owner? A local elected official? People who might donate to your cause?
- What is the best way to tell the story of your place visually?

Whatever your message is, clarity and specificity will help you build your campaign and get your point across.



DOWNLOADABLE SIGNS



LOGOS



POSTCARDS



DIGITAL MATERIALS



DOWNLOAD YOUR SIGN (AND OTHER STUFF TOO!)

To help you build buzz, we've created lots of digital and printable materials that are free for the taking. You can download them at SavingPlaces.org/ThisPlaceMattersToolkit.

You'll see there are signs of different shapes and sizes, logos to spruce up your social media channels, and postcards you can print and hand out. Also, feel free to get creative and make your own signage. Incorporating elements from your community makes for an even better photo.





T-SHIRTS



POSTER



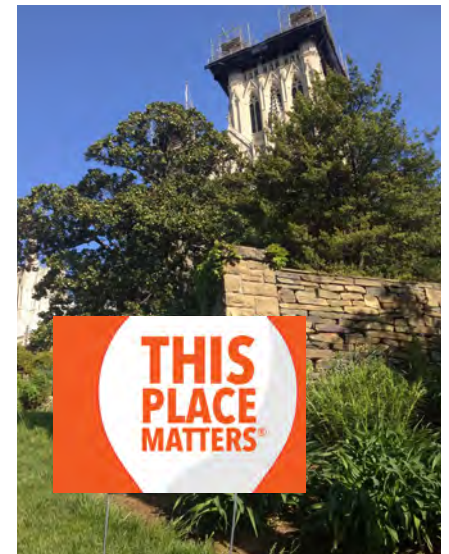
BUTTONS

BUY SOME MERCH

Signs aren't the only way to show some love—we have lots of cool *This Place Matters* merch available for purchase!

Take a look at our online store for colorful t-shirts, buttons, signs, and banners that will look awesome in your photos and help you spread the *This Place Matters* message around town.

Visit our storefront to outfit your campaign:
CafePress.com/ThisPlaceMatters



YARD SIGN



PLAN AN EVENT

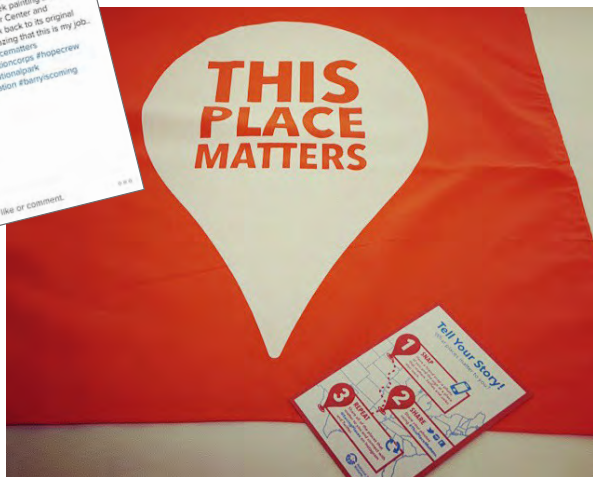
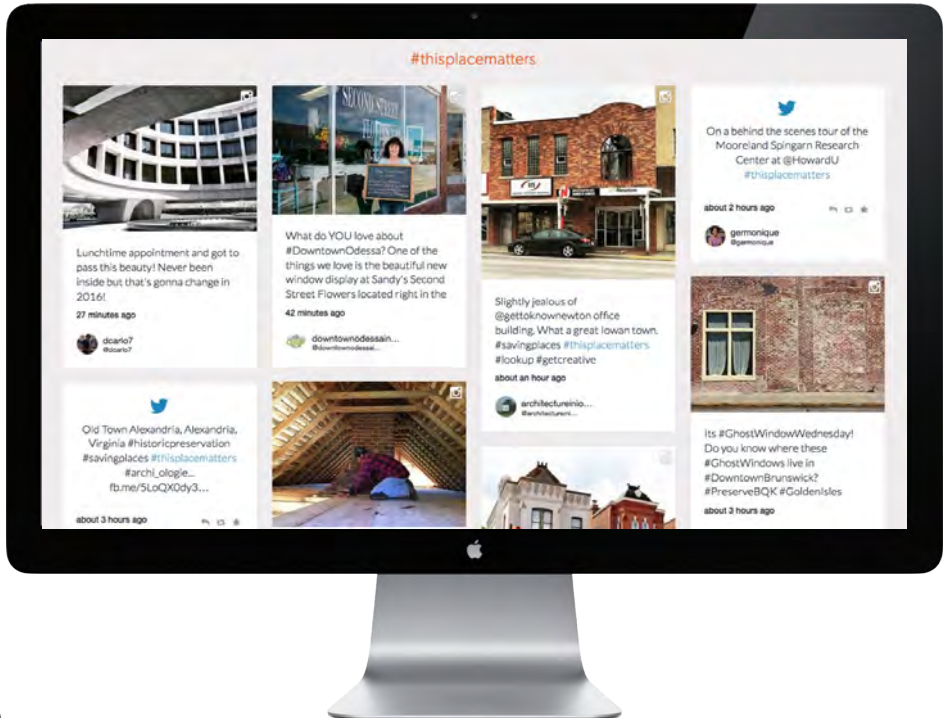
An event is your chance to create a connection between the public and the place you've chosen to highlight. As you plan it, think about the following questions.

- What kind of event would have the biggest impact?
- Should it include food (like a picnic) so that people can take time to experience this special place together?
- What about an Instameet or a Tweetup at the site?
- Can you go behind the scenes for a special tour?
- Is there an opportunity for a small parade through town that ends at the site?

Get creative. The goal is to have fun!



Want more tips on planning events? Visit SavingPlaces.org/Tips-And-Tools



GET THE WORD OUT

Now that you're ready to get the community involved, it's time to determine the best way to reach the people who will share your passion. Here are some tips for spreading the word.

- A social media campaign will get your friends and supporters excited.
- A press release will assist with local media coverage.
- Send an email to friends, family, neighbors—anyone you think might support your cause!
- Create an event on Facebook or Eventbrite. Or, if you have a website, make a special page for your campaign where people can RSVP for your event or make donations to your cause.
- Create flyers and share them at local businesses and civic buildings.

The more varied your approach, the more chances you'll have to reach people who can help your cause.



Want more marketing and visibility how-tos? Visit SavingPlaces.org/Get-The-Word-Out.



SNAP SOME SHOTS

Now that you're ready for the camera, it's time to gather your crew. But who's going to take the picture?

Recruiting someone who knows their way around a camera is always worth it, and a professional-quality shot is never a bad thing.

Be sure to take multiple photos from different angles. Also, feel free to get a little wild or silly.

The more fun you have, the more people will be drawn to your cause.



BE CAREFUL. Don't trespass on private property or restricted sites. As you plan your campaign, make sure your group and efforts won't break other local laws and ordinances. Also, always leave places the way you found them.



SHARE YOUR SNAPS

Once you've got the shots you want, be sure to share your photos on social media with the hashtag #This Place Matters. We can't wait to see them!

But don't stop there. Share your photos with local media, on photography websites like Pinterest and Flickr, and any other place you can think of.

And don't forget—this campaign is about more than photography. It's about telling the stories of the places we can't live without.

Expand the reach and appeal of your story with blog posts, podcasts, videos, and other content you can create. Spread the word far and wide!



Want to discover and explore places that matter? Check out SavingPlaces.org/ThisPlaceMatters to see a live feed of *This Place Matters* photos.



Keep Up the Good Work!

Don't lose momentum once you've shared your photos and told your story. Your first *This Place Matters* campaign is just the beginning! Be sure to thank everyone who participated. Also, collect email addresses and phone numbers so you can keep participants in the loop about future campaigns.

And if you want more tips and tools for saving places, we have an entire section of our website devoted to preservation how-tos:

SavingPlaces.org/Tips-And-Tools

Thanks for helping us save places that matter!



National Trust *for*
Historic Preservation®

The National Trust for Historic Preservation is a privately funded nonprofit organization that works to save America's historic places. Learn more at SavingPlaces.org.