National Trust for Historic Preservation

Challenges
The National Trust for Historic Preservation (NTHP) is a membership organization that promotes leadership, advocacy, education, and resources to sustain and revitalize places that make America special. The Trust has 1,600,000 members and thousands of preservation professionals in 50 states. One of the organization’s strategic goals is to maintain a sustainable membership base. As NTHP applied for Trust status, it became apparent that its eCRM system did not support online engagement initiatives. Following the launch of its newly branded web page, www.PreservationNation.org, NTHP sought a new way to engage members and potential constituents to keep momentum flowing, and to connect constituents with unique opportunities to contribute and interact with the organization.

Before moving forward with campaign launch, NTHP first approached Charity Dynamics to describe the right timing for the campaign. The organization realized it had already launched more than a dozen independent initiatives in the past six years that few people noticed, and that new initiatives that do not connect to current and future constituencies for the organization are often discounted. It quickly became clear that the new initiative would have to open up a two-way dialogue with constituents and provide an innovative and engaging approach. Utilizing open APIs, Charity Dynamics helped launch the organization’s “This Place Matters” campaign with a more interactive and innovative approach. Following initial testing, the campaign included a social media initiative that invited people to submit photos of the places where great moments from history — and the places where great moments from everyday life — took place. The initiative gathered each photo into a slideshow on the campaign’s landing page for others to use, print, and display in their photos. Once a photo was submitted, NTHP’s new and strategic use of social media provided a constant visual depiction of special sites across the country.

Objectives
Charity Dynamics built NTHP’s social media platform on Google Maps and Flickr into the campaign’s Content calendar online. Tapping into the power of geo-targeted sites, the “This Place Matters” campaign was based on NTHP’s Google Map and Flickr photo submission. More than 1000 photos to display on its website that its site now has in its eCRM system while dynamically displaying its content to users.

Results
Using Charity Dynamics’ content calendar management, separate and development stages, NTHP’s This Place Matters campaign reengaged the organization to provide a new avenue for people to showcase their favorite photos and share them with the Trust in a social media environment, acquisition, and conversion.

NTHP now has a robust social media presence that provides constant opportunities to engage with potential constituents, and, importantly, share moving stories in the Trust’s e-newsletter, and also become an ongoing element of its membership acquisition appeal with This Place Matters. The newest This Place Matters campaign offers ongoing communication and advocacy streams, through which NTHP has been able to sustain a relationship and a new opportunity to build membership interest and acquisition.

Overall, 725 different participants in NTHP’s This Place Matters campaign —20 percent of which made both a donation and a submission of their photo — were non-members. NTHP’s This Place Matters campaign provided a constant visual depiction of special sites across the country.

About National Trust for Historic Preservation
The National Trust for Historic Preservation, a nonprofit membership organization, helps people save places of great interest to the American people. The National Trust leads the effort to save places bold enough to inspire, special enough to save. NTHP promotes leadership, advocacy, education, and resources to sustain and revitalize places that make America special. www.PreservationNation.org