The Doctor Is In: Preservation Marketing in a Crisis

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Cindy Olnick
Communications consultant for historic places and preservation
cindyolnick.com
Why me?

☞ 30 years in communications
☞ 20 years in historic preservation
☞ 14 years at the Los Angeles Conservancy
☞ Consulting since 2018 for historic sites, preservation organizations, nonprofits
☞ VP Public Awareness, Long Beach Heritage
☞ Board member, LAPL Photo Friends (L.A. Landmarks: Lost and Almost Lost, 2017)
☞ On a mission to advance the field of preservation through smart communications

With KTLA’s Gayle Anderson during the successful Partners in Preservation campaign for L.A.’s Church of the Epiphany, 2018
Who are you?
How are you?
Where are we?

“The end of the beginning”

– Dr. Mark McClellan, Former FDA Commissioner

☞ Righting the ship
☞ Adapting to constant changes
☞ Starting to innovate
☞ Reaching out to key audiences
Is preservation relevant right now?

Demolition of LACMA, April 2020

Allen J. Schaben / Los Angeles Times
Is preservation relevant right now?

Hierarchy of human needs
(A Theory of Human Motivation, Abraham Maslow, 1943)
Is preservation relevant right now?

- Historic places are touchstones – stable, familiar, grounding, evidence of our resilience.

- Technology is a saving grace right now, but it’ll never be enough. That’s why we do what we do.

- How can we think about new ways of connecting that enhance, or even transform, our work?
Marketing
The generous act of helping someone solve a problem. Their problem. Marketing helps others become who they seek to become.

– Seth Godin, author, entrepreneur, teacher

Content marketing
Creating and sharing relevant and valuable content that attracts, educates, motivates, and inspires your participants, supporters, and influencers so that they can help you achieve your mission.

– Kivi Leroux Miller, founder/CEO, Nonprofit Marketing Guide
How to connect right now: Be helpful humans

☞ Focus like a laser on the people crucial to your mission
☞ Strengthen relationships
☞ Communicate with empathy
☞ Be honest and authentic

Detail, Recognition of All Foreign Lands by Richard Haines, Los Angeles Federal Building (Welton Becket & Associates, 1963)
What: Changes (programs, services)
What: Info that affects their work
“... it was important that our constituency hear from us in a positive and supportive way; we are here to help you and listen to you.”

– Erin Kelly, Preservation Massachusetts
What: Educational programming
What:
Existing content

Discover the best of New York, from hidden gems to iconic landmarks, through our "Tourist in your own Town" Video Series.

**Brooklyn, NY**
Brooklyn Historical Society
Visit the Brooklyn Historical Society in Brooklyn Heights to learn more about this remarkable borough and its people, as well...

**Brooklyn, NY**
The Prison Ship Martyrs' Monument
In the center of Fort Greene Park in Brooklyn is the Stanford White designed monument to the Prison Ship Martyrs...

**The Bronx, NY**
Van Cortlandt House Museum
The Van Cortlandt House Museum is located inside Van Cortlandt Park at Broadway and West 240th Street in the Bronx...
Always on mission

Member Exclusive: Free Virtual Background

As a token of our appreciation, we're giving members a FREE virtual background in each edition of Explore L.A. @ Home. Just because we're practicing social distancing doesn't mean we can't enjoy Los Angeles' most beloved historic places.

The L.A. Conservancy's virtual backgrounds can be uploaded to video conferencing software programs, like Zoom, adding flair to virtual happy hours and meetings.

Our first virtual background is the beloved legacy business and 2020 Preservation Award recipient, the Formosa Café.

Download

Did you know the Formosa is currently open for takeout and delivery?

Complete the Formosa experience by ordering from its menu revitalized to feature comfort food that harkens back to its Old Hollywood glory days. Order online at www.theformosacafe.com!
Other voices

- Good work of others
- Trusted sources of public health info (CDC, health dept.)
Ways to help

To our clients, partners, and community:
All around us, small businesses are struggling to stay afloat. But many places, especially restaurants, have found new ways to serve their customers. Now it's time for us to serve those restaurants.

Here's an abbreviated, very localized list of our favorite spots that are modifying their operations or doing their best to stay solvent—but not without the support of people like us. So read on, click through, make some arrangements, and keep enjoying what makes our clients and friends so special.

- Lake's: Doing takeout and delivery at all locations! Don't miss out on that sangria (we sure don't).
- Lodge Bread Co: Store is safely open but also there's a cool new site for online ordering (you pick up outside that lovely Culver City storefront).
- Terroni & Dolcipavlo: The only thing more fun than pizza is a pizza kit! Details here. Takeout and delivery also available at both locations. Also, Dolcipavlo, the grocery store, is safely open, and fully stocked with eggs, milk, fresh meat and vegetables, and even flour.
- Galatina Uff: Shut down last week, sadly. There's a campaign to help out with payroll.
- Sonoratown: Takeout and delivery. Plus you don't have to stand in that huge line!
- Juice Cravers: We'll always be partial to the original DTLA spot, but locations all over LA and San Diego are fully operational for takeout and...
Yes, that means $ 

- Acting on our values makes us feel better
- Existing donors already know you and believe in your mission
- Acknowledge their potential circumstances (“donate if you can”)
- Find some way to express optimism (authentically)
- Top donors might appreciate a phone call asking how they’re doing
TRUCKEE DONNER LAND TRUST

We Must Move Forward, But We Need Your Help

[Image: Truckee Springs under a fresh blanket of snow. Photo by Bill Stevenson]

Dear Jean,

With the world in the grips of a pandemic, conservation work in our corner of the Sierra may seem relatively unimportant as individuals, families, front-line health workers, small businesses and community institutions all work together to put health as the top priority. We’ve spent the past few days soul searching, and, with a few words of encouragement from supporters like you, a renewed sense of resolve for our work.

Dr. David Ben-Aron, a local ER doctor and supporter of the Land Trust, put it this way: “My wife is an ecologist and I’m an emergency room physician, and we believe that the work of the Land Trust is more important than ever, even underscored by our current plight. We’re being taught a very important lesson by this very scary viral entity that if we don’t conserve - this will be the reality of the future. The alarm people are feeling now is the alarm we should have been feeling for years about conservation.”

There’s a mantra among our board and staff: the glass is always half full at the Truckee Donner Land Trust, and that

If there’s a single reason for Truckee Donner Land Trust’s success, it’s that we are willing to take risks. Decisions are made with due deliberation and a steady hand, but we always tilt towards hope rather than fear. Conservation will continue to be important – more so tomorrow than it is today.

It’s important for you, your family and your friends to get out into these wild places – whether now with appropriate social distancing, or in the future when we can once again gather and share these places we all love. It’s important to the ecosystems, the forests and the watersheds we all rely on.

This is where we need your help. The Land Trust is under contract to purchase Truckee Springs, 26 acres of open space on the south bank of the Truckee River, right in historic downtown. The clock is ticking, the fuse is lit, and we have only until January 2021 to raise the needed $2.5 million from our community, augmenting public funds, to buy the property. To preserve it, to open it up to the public, and to ensure all of its benefits, from recreation and access to watershed health and wildlife corridors, aren’t forever fenced off and buried under concrete.

With so much going on, new priorities, and an uncertain economy, it’s hard for us to come to you, hat in hand, asking for your support. There are so many worthy causes to support, particularly now. I am asking you to keep conservation in mind, and when we get back to the new normal, you keep in your heart your concern for streams, trees, wildlife, and the outdoors.

We can’t stop – if anything, we’re pedal to metal – and we can’t do our work without your support.

Most sincerely and gratefully,

[Signature]

[Photo of a person]
Here’s an idea for an uplifting Mother’s Day gift

**Indiana Landmarks Rescued & Restored**

A new coffee-table book filled with before-and-after color photographs of more than 50 endangered places that went from ruin to renewal. Uplifting stories that remind there’s light in the future.

Order online for $29.95 by **May 3** to ensure delivery by Mother’s Day or call 800-450-4534.

*Your purchase supports our mission to save Indiana’s meaningful places.*

To see more news, features, tours, events and historic properties for sale, visit [www.indianalandmarks.org](http://www.indianalandmarks.org)
Tone and style

☞ Clear
☞ Concise
☞ Calm yet candid
☞ Compassionate
☞ Conversational
☞ Consistent

Friends,

This is no doubt one of dozens of COVID-19 update emails that you have received in the past week, so we will keep things brief. In response to this rapidly developing situation, the MPA is taking the health and well-being of our community very seriously.

COVID-19 Related Updates

- For everyone’s safety, our staff has instituted a satellite work plan and will be at home full-time until further notice. We are still available via email.

- It is with great sadness that we are announcing the postponement of our Preservation Road Show in White Sulphur Springs until June of 2021. We will update you as a more concrete plan begins to take shape and appreciate your continued support.

- Likewise, we have postponed our Window Restoration Workshop in Virginia City and will send out our plan for rescheduling as soon as possible.

- Like many nonprofits, we have been hit hard by the financial impact of this situation. We invite those who feel able to visit our updated donation page to learn more about what you can do to support the MPA during this difficult fiscal season.

For the time being, we will be evaluating all projects and activities based on the most current and reliable sources available (Montana DPHHS or CDC). Our staff is working to keep the MPA website updated with as much information as possible, but if you have further questions, please feel free to reach out.

Help Us, Help You

Over the next few weeks, the MPA will be seeking input from our members, partners, and concerned citizens to determine how best to serve you and your community during and after the COVID-19 outbreak. Your responses will help direct the type of funding we apply for and projects we chose to prioritize.

Please take 3 minutes to tell us what your community is in need of.

Take the Survey
“... even in the face of such difficult times, people still believe that historic preservation is a priority ...”
– Madeline Westrom, Montana Preservation Alliance
Language

☞ “social distancing” > “physical distancing”

☞ “upheaval/disruption” > “flux/change”

☞ Try to avoid
  • Words that evoke fear (“collapse,” “outbreak”)
  • Prognostications (“never,” “soon,” “normal”)

☞ Check/update your standard/automated materials (right now if you haven’t already)
Looking ahead
(≠ predicting the future)

The middle is always the hardest part.
Try to look ahead.
What do you want to be talking about?
What will people want from you?

– Kivi Leroux Miller
What do we want?

What do we want our communities – and the field of preservation – to look like on the other side of this?

What can we do NOW to help make that happen?
For much, much, much, much more info

Preservation / Architecture / Planning
Preservation Leadership Forum, National Trust for Historic Preservation:
  Professional Resources in Response to the Coronavirus
  Recent webinars on communications/fundraising and digital engagement
  More COVID-19 Resources
COVID-19 Resources for Architects (American Institute of Architects)
Urban Land COVID-19 Industry Insights (Urban Land Institute)
Of course, The Doctor Is In! (California Preservation Foundation – subscribe for notices)

Marketing / Communications
New! Content Marketing Institute (for-profit)
Created for nonprofits/mission-driven orgs but great concepts for anyone:
  Nonprofit Marketing Guide
  Julia Campbell Social Marketing Nonprofit Coronavirus Resources
  Big Duck Insights
  M+R Lab (blog)
But wait, there’s more

Fundraising / Capital Campaigns
CharityHowTo Nonprofit Coronavirus Webinars
Chronicle of Philanthropy
AFP COVID-19 Resource Guide (Association of Fundraising Professionals)
Candid (Foundation Center + GuideStar) – resources and webinars

Messaging / Engagement
Framing COVID-19 (FrameWorks Institute)
Stratiscope 6-Point Virtual Civic Engagement Strategy for COVID-19
Cuseum (for museums; great info for others too, esp. on collaboration)
New! SoCalMuseums (thanks, Cyndee!)

Resiliency / Crisis Management / Social Change
The Communications Network – crisis comms triage kit and virtual roundtables
Rethinking Social Change in the Face of Coronavirus (Stanford Social Innovation Review)
COVID-19 Community Support Forums (Dr. Lucy Jones Center for Science and Society)
Thank you!
Keep in touch!

Cindy Olnick

[cindyolnick.com](mailto:cindyolnick.com)
[cindy@cindyolnick.com](mailto:cindy@cindyolnick.com)

[LinkedIn](https://www.linkedin.com)
[Instagram](https://www.instagram.com)
[Twitter](https://twitter.com)
[Facebook](https://www.facebook.com)