



CALIFORNIA PRESERVATION FOUNDATION

The Doctor Is In: Preservation Marketing in a Crisis

April 21, 2020

Cindy Olnick

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for historic places and preservation
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NONPROFIT EDITION



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?

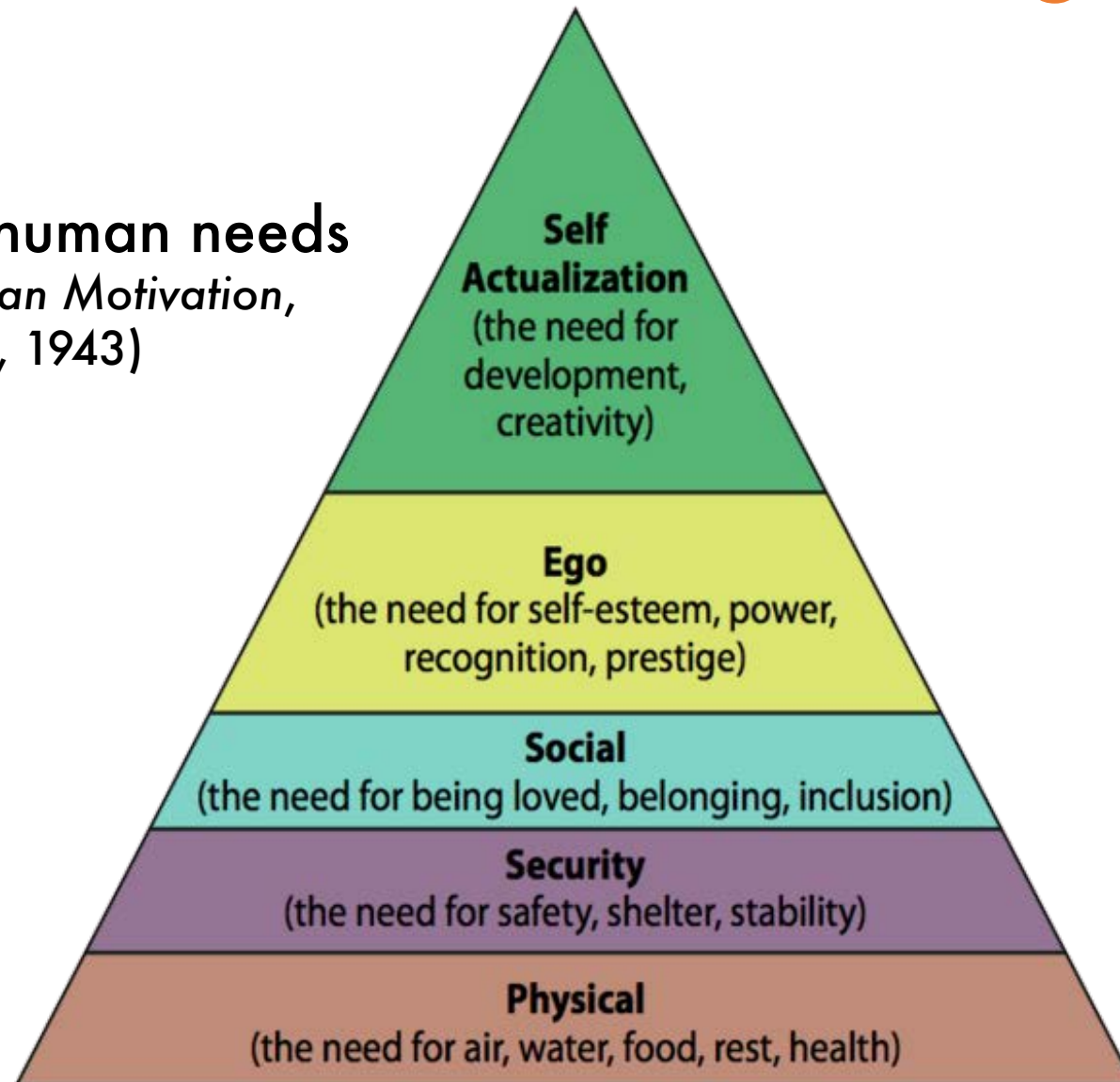
Demolition
of LACMA,
April 2020



Allen J. Schaben /
Los Angeles Times

Is preservation relevant right now?

Hierarchy of human needs
(*A Theory of Human Motivation*,
Abraham Maslow, 1943)



Neel Burton via *Psychology Today*

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.

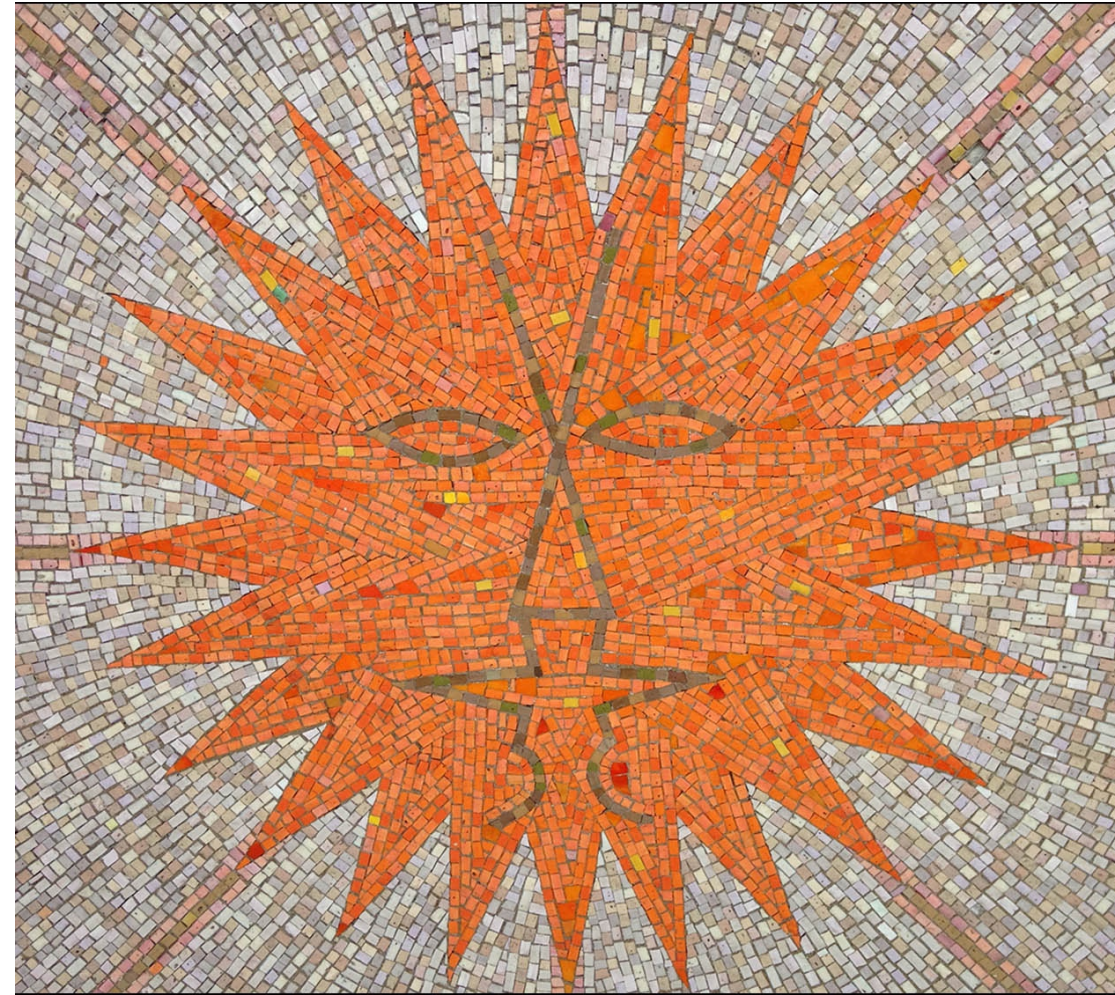
– Kivi Leroux Miller, founder/CEO,
Nonprofit Marketing Guide



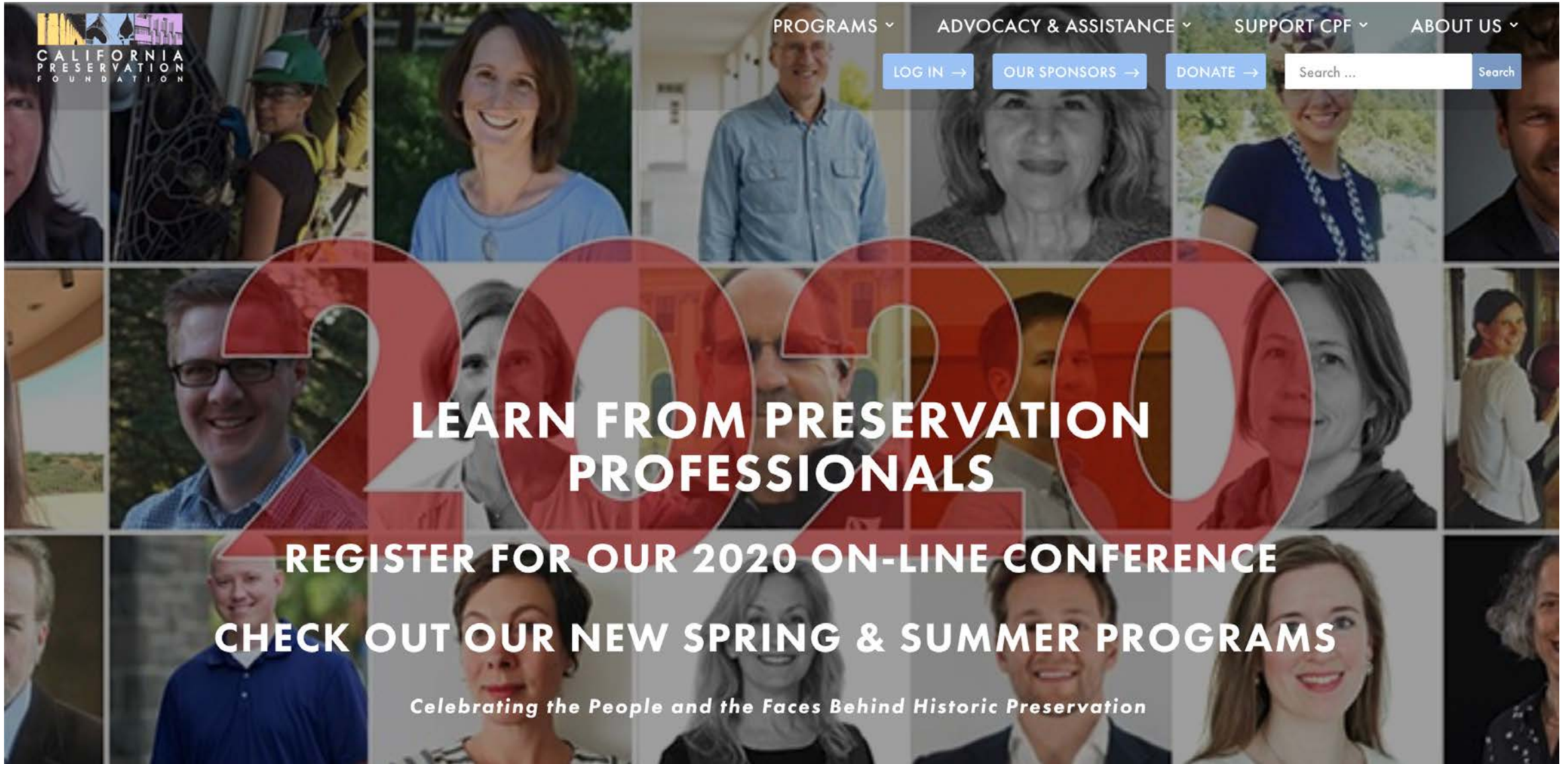
How to connect right now: Be helpful humans

- ☞ 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)



CALIFORNIA PRESERVATION FOUNDATION

PROGRAMS ▾ ADVOCACY & ASSISTANCE ▾ SUPPORT CPF ▾ ABOUT US ▾

LOG IN → OUR SPONSORS → DONATE → Search ... Search

2020

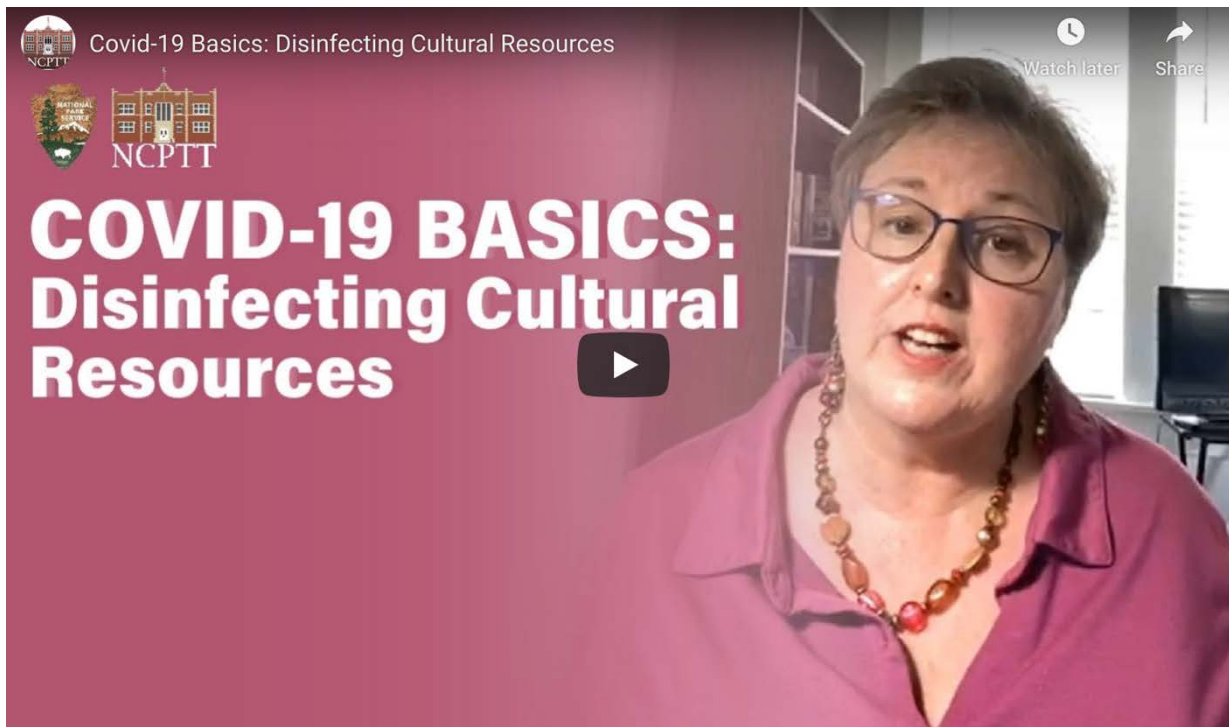
LEARN FROM PRESERVATION PROFESSIONALS

REGISTER FOR OUR 2020 ON-LINE CONFERENCE

CHECK OUT OUR NEW SPRING & SUMMER PROGRAMS

Celebrating the People and the Faces Behind Historic Preservation

What: Info that affects their work



AIA Los Angeles

Important April 5, 2020 at 9:02 AM

AL

Urgent Action: Mayor Asks Architects to Produce PPEs

To: Cindy Olnick,

Reply-To: Tibby Rothman

Having trouble viewing this email? [Click here](#)



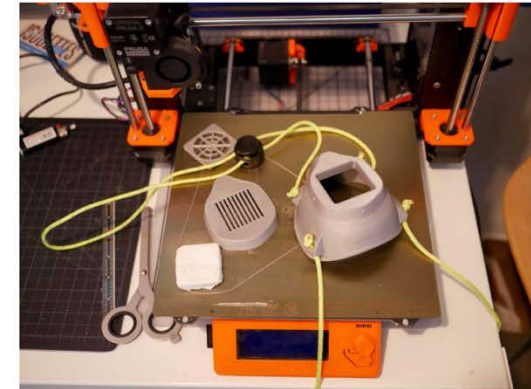
AIA | LA
special edition

The Los Angeles Chapter of
The American Institute of Architects



04|05|20

Greetings to AIA/ALA members and our extended community. We know we're sending this out on the weekend, and appreciate your attention it.



**Los Angeles Needs its Design Community
Participate in the Mayor's Expansion of Alvin Huang's PPE 3D Printing Program
Help Medical Professionals Caring for Angelenos**

Mayor Eric Garcetti seeks to scale up the program established by Alvin Huang, AIA, through which architects across the city are printing pseudo N95 masks and face shields for hospitals.

We've been asked to reach out to you, because a spike in COVID19 cases locally appears to be imminent.

What: Access to your expertise/support

"... 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



ABOUT US

ACTION CENTER

ADVOCACY

EDUCATION

Advocacy

Circuit Rider

From the Field

Preservation Opportunities

Take Action

Pres Conversations

Introducing "Preservation Conversations"

April 1, 2020



PM hosted a "Pop-Up" Office hour on April 1, with a lot of great information, Q&A and more. [Click above to watch or check it out on our YouTube channel.](#)

PM is excited to announce a new opportunity/initiative/we-needed-to-figure-out-how-to-keep-working-our-mission/program called **Preservation Conversations**. Based on our "Pop-Up" Office Hour, each week PM will host a virtual meeting where participants can learn from PM's professional staff on a variety of preservation topics, issues and (most importantly) ask questions directly to our staff.

Our first went really well (thank you to the folks from Otis) and got us excited to keep the conversation going! Tune in each week via our [GoTo Meeting site](#) and remember to bring your

What: Educational programming



LOS ANGELES
CONSERVANCY PRESENTS:

STORYTIME FOR KIDS!

A weekly Instagram live cast!
Fridays at Noon on IGTV
Join the fun at @LAConservancy



What: Existing content



[Home](#) > [Explore NY](#)

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

All Boroughs

Colonial New York (19)

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

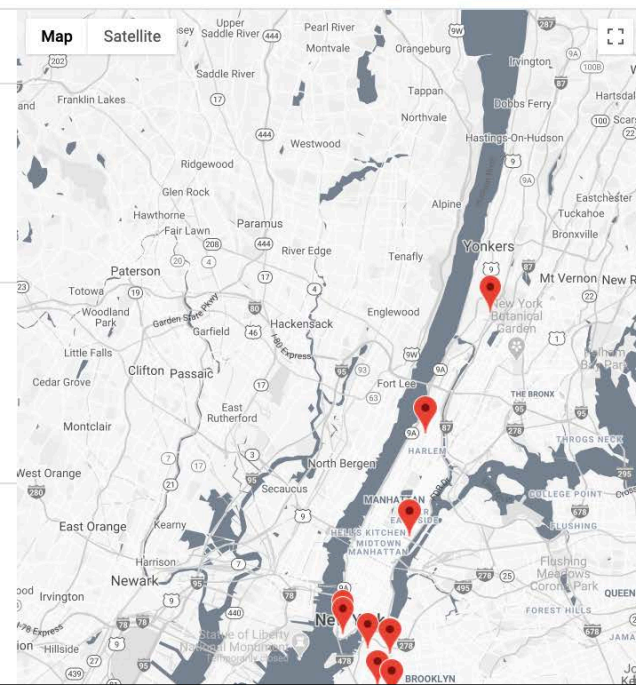
In the center of Fort Greene Park in Brooklyn is the Stanford White designed monument to the Prison Ship Martyrs...



THE BRONX, NY

Van Cortlandt House Museum

The Van Cortlandt House Museum is located inside Van Cortlandt Park at Broadway and West 246th 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!](http://www.theformosacafe.com)

Fun



Shop Products

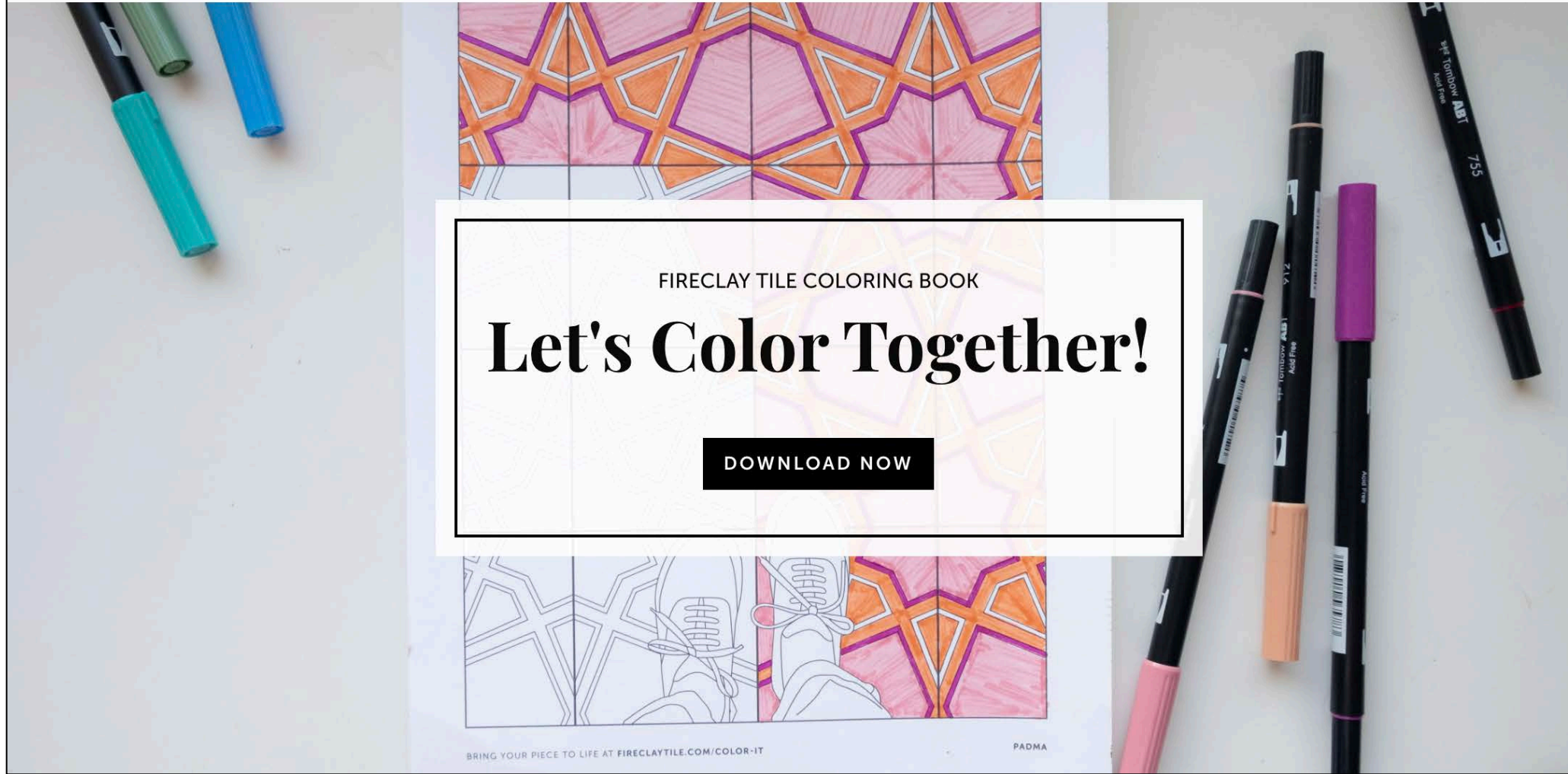
Inspiration

Learn

Commercial



Home / Color Together



FIRECLAY TILE COLORING BOOK

Let's Color Together!

DOWNLOAD NOW

BRING YOUR PIECE TO LIFE AT FIRECLAYTILE.COM/COLOR-IT

PADMA

Other voices

👉 Good work of others

👉 Trusted sources of public health info (CDC, health dept.)

This **#SFLEGACYBIZ**



is supporting our Health Heroes



lamedcatering



lamedcatering Prepping 300 boxed lunches for the SF Dept of of Emer... more

Ways to help

Omgivning

Important March 31, 2020 at 9:04 AM



Here's How to Support Local Restaurants and Bars

To: Cindy Olnick,

Reply-To: Omgivning

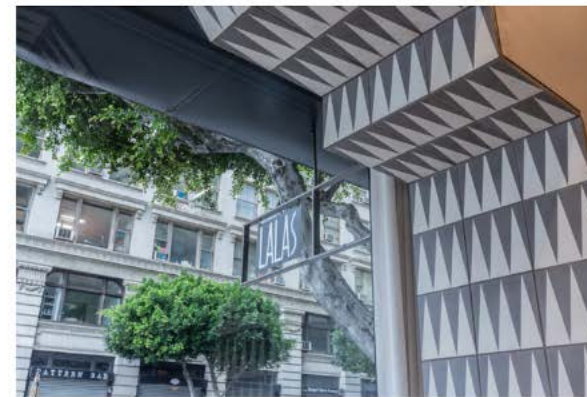
[View this email in your browser](#)

OMGIVNING

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.



- [Lala'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 & Dopolavoro: The only thing more fun than pizza is a pizza kit! [Details here](#). Takeout and delivery also available at both locations. Also, [Dopolavoro](#), the grocery store, is safely open, and fully stocked with eggs, milk, fresh meat and vegetables, and even flour.
- Gelateria Uli: 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 lunchtime line.
- Juice Crafters: 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



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, have 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,



Subject line

Here's an idea for an uplifting Mother's Day gift



INDIANA LANDMARKS

A book that tells the story of renewal, over and over again



MAYBE YOU HAVEN'T been able to see your mom face-to-face, and you really want to cheer her up, inspire her, thank her on Mother's Day.

May we suggest...

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.

MORE INFO

Order online for \$29.95 by **May 3** to ensure delivery by Mothers' Day or call 800-450-4534.

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

JOIN

RENEW

DONATE

To see more news, features, tours, events and historic properties for sale, visit

www.indianalandmarks.org

Tone and style

☞ Clear

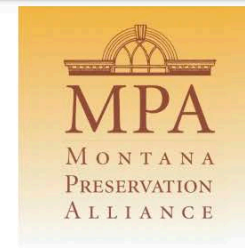
☞ Concise

☞ 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 last 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

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Gratitude in the Face of Adversity

Lastly, we would like to express our deep gratitude. We are thankful to be part of such a compassionate and resilient community. Everyday, we see examples of our members going above-and-beyond to protect the integrity of Montana towns, and this continues to give us hope. We plan to see you all again very soon. But for now, stay safe, stay healthy, stay sane, and . . .

Thank you for being the backbone of the MPA, now and always.

Sincerely,

Chere Jiusto

Mary Webb

Madie Westrom

Stephanie Ambrose-Tubbs

Rafeal Chacon

Carl Davis

Bob Ebinger

Alvaro Freyre

Lesley Gilmore

Susan Henshaw Jones

Mara-Gai Katz

Jim McDonald

Mary Murphy

Mary Oliver

Lucas Schad

Bob Valach

Resources

3D Mask Printing

Board member, Lucas Schad has employed the 3D printer at LST Architecture to help provide N95 masks to community in and around Montana. He has graciously shared their model with us and asked that anyone with the capability to 3D Print look into this lifesaving option.

[Watch Video](#)

Nonprofit Assistance

As a small nonprofit, we ourselves have needed some help recently. The Montana Nonprofit Association has answered that call with courage and enthusiasm. For those looking for advice on how to navigate the world of satellite working, financial alternatives, and more, see the link below.

[Learn More](#)

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)

Q&A

Thank you!
Keep in touch!

Cindy Olnick

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