

The holiday campaign for
history organizations and historic sites

*Make this holiday historic!*TM

Overview

An award-winning campaign we can all use to promote our history organizations at the holidays.

→ Received the SASI/ONE merit award for cultural and heritage organizations in 2013.

Goals this year

- Increase attendance.
 - Bring new people to your site.
- Increase gift shop sales.
- Increase sales of gift memberships.

Implementation

- There is no cost.
- All materials can be downloaded now from this page:
<http://www.thehistorylist.com/the-holiday-campaign-for-history>
- On the pages that follow:
 - Examples
 - All of the designs
 - New consumer research report: *Attracting visitors to holiday events at historic sites and buildings (October 2013)*
 - Next steps
 - FAQ
 - Tips
 - Contact information



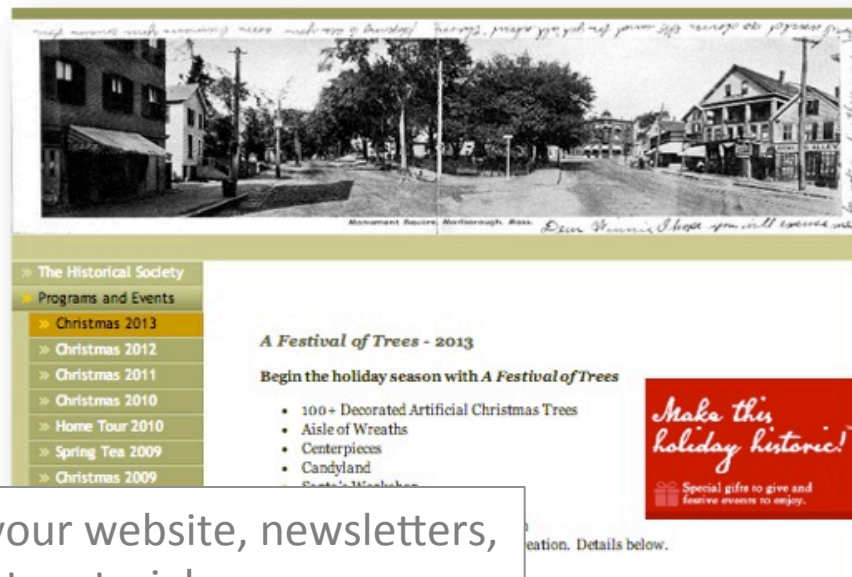
Tabletop signs ready to print out on cardstock.



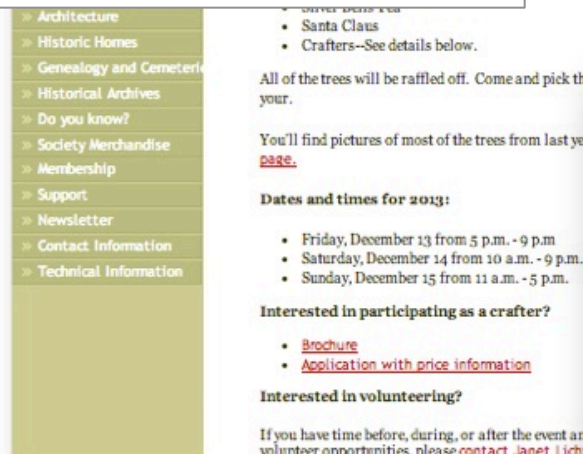
Merchandising signs ready to
print out on cardstock.



Create your own designs for tags and signs, such as the one shown.



Add to your website, newsletters, and print materials.



Supply to bloggers to promote your organization's gifts and events

*Make this
holiday historic!™*



See my gift list
for history lovers.



In two designs with several different messages

Merchandising gifts and promoting events



Merchandising



Merchandising handmade gifts



Merchandising handmade gifts



Merchandising

*Make this
holiday historic!™*

 Give the gift of history —
on sale now in our gift shop.

*Make this
holiday historic!™*

 Give the gift of history —
on sale now in our gift shop.

Merchandising books



Merchandising memberships



Merchandising memberships



Supporting the organization



Blog and bloggers



Bloggers



Bloggers



Web banners for merchandising gifts and promoting events

*Make this holiday historic!*TM



Festive events in historic settings
and special holiday programs.

*Make this holiday historic!*TM



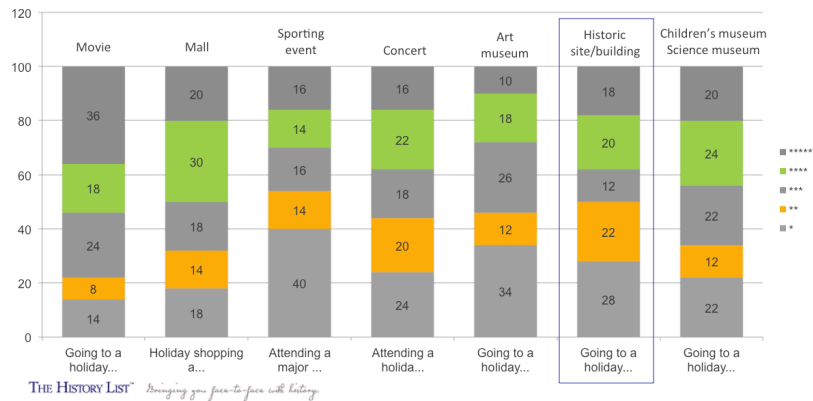
Festive events in historic settings
and special holiday programs.

New research to help you plan and promote

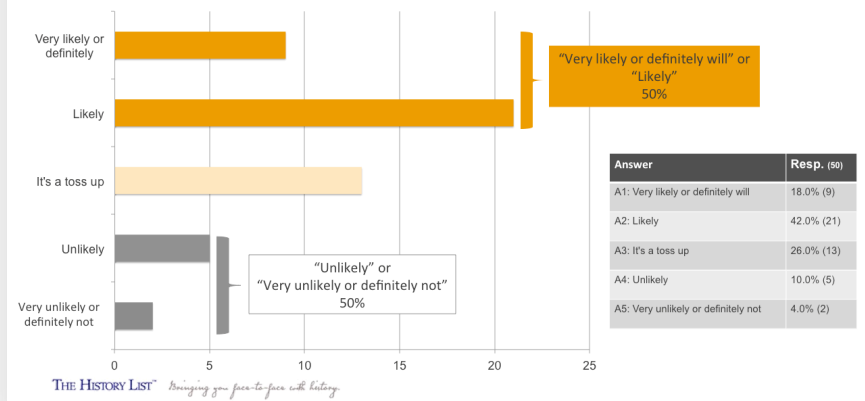
Attracting Visitors to Holiday Events at Historic Sites and Buildings (October 2013)

31 page consumer research report included in the holiday materials download

Looking ahead to this December, please rate how much you think you and your family would enjoy these activities.



If you heard of a holiday event at a historic site in or near your community, would you try to get additional details?



Next steps

1. Download the materials, including the research report, from this page:
→ TheHistoryList.com/the-holiday-campaign-for-history
2. List your organization and events
3. Print out the materials to use and include them in your marketing, PR, advertising, and merchandising efforts.

Tips for getting the most out of the holiday campaign

- Print out table top signs for entry area and gift shop
- Include in your print advertising
- Include on your posters and fliers promoting your holiday events
- Include on your website
- Include on your press materials
- Create tags for gift shop items—Tip: Avery has die-cut tags you can print on
- Create a custom gift membership holder out of cardstock
- Create a gift enclosure card
- Create a handout with a coupon for a discount on a gift membership
- Include on a flier highlighting your gift items
- Include the campaign slogan in your press release

Send your ideas and suggestions and we'll share them with others:
Editors@TheHistoryList.com

FAQ

What does this cost?

It's free to use.

When does this start?

Feel free to use the materials as soon as you wish.

Is this a national program?

Yes. It's designed to be used all across the country.

FAQ

Is this going to be advertised?

We've created the campaign theme and designs for you to use. Include them in your materials and in your ads. You will have an impact in your community. If many others use the materials, the impact will be far reaching. Unfortunately, we don't have a budget to advertise this ourselves.

Can I invite other organizations or tell them about it?

Please do. Just send them a link to this presentation or web page.

What about next year?

The goal is to create a long-lasting annual campaign in order to support history organizations across the country. The materials are timeless and can be used every year.

FAQ

Where can I get more resources?

Sign up for our newsletter “Marketing Tips for History Organizations,” which comes out a few times a year: TheHistoryList.com/subscribe.

And there is a growing list of free resources for history organizations of all sizes at TheHistoryList.com/resources.

Who is behind all this?

The History List, the largest list of history-related events across the country. Add your organization and events and find out more at TheHistoryList.com/start.

Where do I send feedback or questions?

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THE HISTORY LIST™ *Bringing you face-to-face with history.*