

Making the Save: Step-by-step Guide

“SAVE IT” Step 3: Educate and Advocate



Educate the Public

- Present positive, well-researched testimony and examples.
- Generate positive media coverage.
- Involve the public.
- Involve elected officials.
- Keep the public informed about your progress.

Prepare for and Conduct the Campaign

- Remember, organizing for victory takes time.
- Create an advocacy message that resonates with the public.
- Identify a point person for public relations.
- Determine what the cost of the campaign will be.
- Fundraise.
- Develop your case for preservation.
- Attend public hearings and deliver your message.

NO MORE REALITY CHECKS. See this through to its completion! Move on to Step 4: Live with the Results

Full URL addresses for links in this section:

Many of our preservation partners around the country have put together excellent resources and advocacy tools that allow us not to have to reinvent the wheel. Yes a few things may be different, but the framework is the same no matter where you live. While Utah Heritage Foundation is providing you with a basic framework, check out the following resources for additional detailed information on making your next save.

- Historic Seattle: Successful Historic Preservation Advocacy - <http://historicseattle.org/preservationseattle/techniques/defaultSEPT06.htm>
- Preservation Alliance of Minnesota: Community Action Guide - http://www.mnpreservation.org/pdf/Community_Action_Guide.pdf
- Preservation Alliance of Minnesota: Preservation Crisis Handbook - http://www.mnpreservation.org/pdf/Preservation_Crisis_Handbook.pdf
- Preservation Pennsylvania: The Crisis Handbook: A Guide to Community Action - <http://www.preservationpa.org/uploads/pdf/CrisisHandbook.pdf>
- Preservation Pennsylvania: How to Preserve and Protect the Historic Places that Matter to You - http://www.preservationpa.org/uploads/NPS_FullVersion.pdf