Memo

DATE:  6 MARCH 2023
TO:    RFP DISTRIBUTION
FROM:  HILARY BAAR
CC:    AMANDA CLINE
       ELAINE CHANG
RE:    RESPONSE TO QUESTIONS RECEIVED FROM DIGITAL AGENCY RFP

Below is a compilation of the questions received along with our response. There are questions that were more directed to performance, results, revenue, and KPI's. For those items, we have developed a separate document and due to the confidential nature of those materials will require a completed NDA to download. If you are interested in that performance document, please contact Amanda Cline (acline@savingplaces.org) and she will supply you with the NDA to complete.

1. What qualities are you looking for in your new agency? We view our agencies as partners – really part of our fundraising team. In that regard, our top quality is an agency that is highly invested in our success and celebrates our wins while also being proactive when performance is lacking, or the inadvertent error occurs. While we can’t always implement those “Big Hairy Audacious” ideas, we still want to hear about – and strategize about what we could implement. We want creative thinkers, strong implementors, and trusted allies.

2. Are there any specific program challenges that you can share? We struggle with new donor acquisition through our digital advertising efforts. Lead generation is managed by marketing and budgets have been sparse in acquiring new emails – which then in turn can be considered a prospective donor. But converting prospects to donors is a challenge.

3. What has been your biggest success online? Let’s divide this between email and web. Our best email campaign (besides #GT and EOY) is Membership Month. Long ago, we had used “Preservation Month” to launch our “Membership Month” but we uncoupled that a few years ago when we discovered that framing our fundraising campaign around “Preservation Month” rather than “Membership Month” did not work. So, Preservation Month will be in May and Membership Month is in April.

Additionally, we’ve had some good successes with our sustainer campaigns – with the January one being especially strong. We are offering premiums and highlighting the additional benefits that they’ll receive as a monthly donor (sample of a January
sustainer email is included in a separate document). Our copywriter has found the perfect messaging for converting our 1x donors to monthly.

In regards to success for purely online efforts, we have tested a “monthly first” option on our donate and renewal forms that won – not only did it increase our monthly donor response but it also helped with 1x gift conversion. We also tested an acquisition form that links from the Join button on the home page. In the past, all three forms (Join/Renew/Donate) were identical except for the copy and image. We thought (and it proved correct) that donors may need more “sell” copy when joining an organization for the first time. We will be testing a monthly first option.

4. Can you provide revenue information for the digital program for the past five years broken out by digital channel? Can you provide donor retention and average gift metrics? Please see separate document for performance metrics. Please contact acline@savingplaces.org to complete the NDA for this information.

5. The digital program has grown significantly in the past five years, but slowed down in FY22. Do you know what caused that change? Please see separate document that shows digital revenue and average gift by month and year. Performance did dip slightly in FY22 but we believe FY21 was an outlier year due to the pandemic. Both offline and online revenue were at long-time highs.

6. Can you provide your schedule of digital activities, performance and KPIs (email results, list growth, web giving, etc.)? See separate document with email schedule, digital revenue history, and channel performance. Please contact acline@savingplaces.org to complete the NDA for this information.

7. Can you share creative samples—emails, ads, web promos, etc.? Yes, supplied as a separate document.

8. For paid digital acquisition, what channels/tactics are you using? Can you provide performance? We are using Google Ads, Facebook/Instagram Advertising, Microsoft Advertising, and StackAdapt. Performance included in separate document. Please contact acline@savingplaces.org to complete the NDA for this information.

9. What is your annual advertising budget and can you provide recent ad reports? Our annual digital advertising budget is $250,000.

10. Do you have a Google Grant and are you looking for your new agency to manage it? Our Marketing division manages our Google Grant and we are not looking for our new agency to manage that.

11. What is your process for integrating campaigns across channels? Do you consider it successful? For our strongest email campaigns, we utilize those themes across other digital channels like our website and paid social. For times like EOY and FYE, we would consider this successful. But, we are continuing to test “evergreen” advertising that could be deployed regardless of email theme and timing. We have not integrated offline and online campaigns.

12. For email implementation services, how many emails does your agency create for you per month or annually? Is that what level we should bid on for this RFP? See document with historical information on revenue by year/month/theme/# of emails
13. How many monthly donors do you currently have? We have about 1,900 monthly donors.

14. At what level does your mid-level program start? Our mid-level program begins at $1,000. We have two “mid-level membership” categories: President’s Circle = $1,000-$4,999 and Chairman’s Circle = $5,000-$9,999. At $10,000 and above, these donors are considered our National Trust Council and are managed by our Development team.

15. Do you have an SMS or peer to peer mobile program? Yes, we have a SMS platform which is managed by our Marketing division however we can utilize freely.

16. Are you looking for any strategic consultation or other services in planned giving? No

17. Please describe the potential collaboration with Eidolon Communications and Interactive Strategies. Eidolon Communications is our direct mail agency of record. Interactive Strategies is our incumbent digital marketing agency.

18. What is the current media mix? If possible, we would like to see the digital media mix along with the traditional media mix. For this RFP, only our digital media is being considered.

19. What is your current cost-per-conversion? See performance document. Please contact acline@savingplaces.org to complete the NDA for this information.

20. Would the selected agency be involved in creating any of the ads related to the digital media buy? Will there be any creative needs? Yes, the selected agency would be expected to provide all efforts related to the deployment of our digital advertising strategy – including strategic and creative development.

21. Would the agency selected be involved in any of the strategy or creative regarding the 75th anniversary? Only as it relates to efforts directly attributed to annual giving.

22. Is paid social media a current strategy you are implementing? Yes, we have a paid social media strategy.

23. Is paid search a current strategy you are implementing? If so, what is the cost per conversion? Yes, we have a paid search strategy. Please refer to performance documentation.

24. Are you open to a team submitting a response or is your preference a single agency? Please refer to the RFP “Requirements for Proposal” Section 8/B.

25. For the testing environments, is there a wireframe or template we would use? Or would we develop these? For any testing, we would rely on the agency development templates and/or wireframes.

26. Has the Trust created "gated" content that can only be accessed through DM link or QR code? No

27. How did the NTHP establish the goal to increase sustainer revenue to 30% of income...
in three years? We have just recently put a stronger focus on sustainer acquisition and the designation of how much income would come from monthly donors is our BHAG (big hairy audacious goal).

28. Is there investment budget earmarked specifically for sustainer growth? At present there is not budget that is specifically earmarked for sustainer growth.

29. What is the current online midlevel giving strategy? Our mid-level donors are not included in every e-appeal. We target these high value donors at strategic times of the year (EOY, FYE, etc.) Albeit, we are open to increasing the frequency of emails to our mid-level with the requirement that the email is versioned carefully (as we do currently). To maintain the high touch methodology, our Director of Leadership Giving (who manages our mid-level donors) sends these emails from her personal email account. There are selected emails that we do send to mid-level from Engaging Networks – i.e. our Thanksgiving email (sample provided in separate document). Our mid-level program has exclusive content as part of their member benefits – webinars and a quarterly newsletter.

30. How long is the eRenewal series (duration, not number of emails)? We have a total of 8 e-renewals with 3 “bump-ups” for efforts R1, R5, and R8. Our ask string is based on past giving utilizing the “Next Suggested Ask” functionality in Engaging Networks. Our renewal series is based on expire date so each month we deploy R1-R8 (plus the additional “bump-ups”).

31. What are the primary objectives for paid media? Our main objective is new donor acquisition however at certain times of the year (EOY and FYE) we include Active members in our digital advertising strategy.

32. What tactics have been used to increase New Donor online retention? Our R1 is versioned for New Last Year and during key times of the year (EOY & FYE) we do version in e-appeals for New Last Year.

33. How is the NTHP capitalizing on the growth in DAF donors? Most of our DAF revenue is coming from our mid-level donors and although we saw growth in DAF revenue last year, we are not seeing the same revenue this year. We do not specifically advertise DAF giving in our lo$ program.

34. Have there been targeted lapsed reactivation tactics online? For every e-appeal sent, we version for lapsed. We are also targeting deeper lapsed in these efforts.

35. Can you break out gift count and revenue associated with multi-channel, offline only, and online donors, both by "new" and "renewed" donors, FY over FY? See separate document that provides revenue by channel and donor group. Please contact acline@savingplaces.org to complete the NDA for this information.

36. Can you describe and itemize the number of campaigns for which you receive full service support from your agency? Our agency provides full service for our entire email calendar which includes 11 appeal campaigns and a monthly renewal series (the renewal series is set but requires quarterly copy updates). See performance documentation for monthly emails sent. Please contact acline@savingplaces.org to complete the NDA for this information.
37. Can you provide any existing material/content/plans related to the 75th Anniversary? Is there an overall organizational Strategic Plan that aligns with the Anniversary that you could share? There is no content or plans to share at this date for our 75th Anniversary.

38. To date, what has been your most effective case for support? The National Trust recently revised our mission statement to encompass four areas: Saving Historic Sites, Telling the Full American Story, Building Stronger Communities, and Investing in Preservation's Future. For our fundraising, we have used “Telling the Full American Story” as our center messaging and then referring to the other areas as part of that mission to tell the full American story.

39. What percentage of total online revenue did monthly recurring revenue represent in FY22? Monthly giving accounts for 20% of our online revenue. Whereas, monthly giving accounts for 5% of our total revenue ($0-$9,999).

40. Do you already have a Google Ad Grant? And if so, how has it been managed so far? Our Marketing Division manages our Google Grant.

41. Do you use naming conventions for your marketing assets + conversion tracking? Examples include standardized names for emails in your email platform, standardized UTM + source tracking in external site links, or even standardized tagging in social management platforms. Yes, we have standardized ways to manage our source codes and naming conventions.

42. Do you have dedicated data analytics team members to support your marketing initiatives? We work with Integral LLC as our data analytics partner.

43. Can you describe any email automations currently active? Our conversion series is our sole automation currently.

44. Can you describe the existing strategies in place to drive mid-level donor upgrade and acquisition? Mid-level upgrades and acquisition are predominantly done through offline efforts. However, the ask string on our “Join” online donation form includes a $1,000 selection which is the entry range for our mid-level program.

45. What types of ads have you run in the past, and what was your budget for each media? How would you characterize the results? How many separate campaigns do you typically run annually? Do you run an evergreen campaign? Please refer to the PDF sample document to review examples of our ads. We run digital ads at key points during EOY, FYE, and Membership Month. We do have an evergreen campaign and are continuing to test new messaging and creative to strengthen that effort.

46. How does advocacy fit into your programming? Is it solely a lead generation tactic? Our advocacy efforts are handled by our Marketing division. They are used to garner support for specific efforts and do provide lead generation.

47. Do you have any specific SEO/Organic Traffic goals? What do you want to accomplish with SEO? SEO is handled by our Marketing division.

48. Do you have a website content strategy? Our website is managed by our Marketing division.
49. What are the main actions you want users to take on your site? (Ex. donate, join, sign-up, download content, etc.) For Annual Giving, we want folks to join or donate. But, for other stakeholders, that action would be different. But, we have full support of ensuring that a top action is donating.
Dear Friend,

At the National Trust for Historic Preservation, we’re getting ready to celebrate a very important anniversary—yours.

One year ago, you took the important step to not only support, but help preserve America’s history. We are grateful for your role in protecting the stories of deeply rooted cultures and significant places—rich narratives we can tell today and to future generations.

RENEW TODAY

But preservation is a never-ending process. One that requires constant work to save the historic buildings, neighborhoods, lands, and memories that tell our stories.

Please renew your membership today and continue to protect the cherished and diverse cultural places that shape the values and relationships within our communities.
Your membership is vital to our mission. With your help, we will continue to:

- **Protect our national historic treasures**—from beloved one-room schoolhouses and inspiring national landmarks to ancient sites and modern masterpieces, these places tell key parts of the American story and we must protect them for the future.

- **Steward Historic Sites**—our portfolio of 27 National Trust Historic Sites embodies our nation’s architectural, social, and cultural identity—including Edith Farnsworth House in Plano, Illinois…the African Meeting House in Boston…Cooper Molera Adobe in Monterey, California…the “finest house in Texas,” Villa Finale in San Antonio…and 23 other sites nationwide.

- **Build stronger communities**—we are creating a future where Americans come home to neighborhoods that are more than places to live, but places to love, in cities big and small across the country.

Please help us find more solutions to protect historic sites and spaces that make up America’s history.

Don't hesitate—renew your membership today. Together, we can save the irreplaceable.

Sincerely,

Elizabeth Bruns
Director of Member Engagement

---

P.S. If you have already renewed your membership, and our email has crossed with processing your payment, thank you for your support!
Friend, in case you missed my earlier email, I wanted to remind you that your membership is about to expire. **Please renew today!**

As a nonprofit membership organization, the National Trust relies on the generosity of our members to continue our important work saving America’s historic places. We’re so grateful you chose to support historic preservation, and **I hope you’ll continue your support today.**

**RENEW NOW**

Sincerely,

Elizabeth Bruns
Director of Member Engagement

[Image] National Trust for Historic Preservation

**SAVE AMERICA’S HISTORIC PLACES**

[Image] Union Station, Washington, DC

Photo by David Keith

Dear Friend,
Your membership expires this month and I hope you’ll take a moment now to renew your annual membership with the National Trust for Historic Preservation. Historic preservation is powered by members like you that understand the immense value of America’s historic places.

As a member, you play an invaluable role in protecting the buildings, public lands, and neighborhoods that represent our shared history and weave our multicultural nation together. Every day, new places need our focus and attention, and we need your passion and support to save them.

RENEW TODAY

Please renew your membership today. When you renew now, you will receive another year of benefits, including a year’s subscription to our award-winning quarterly magazine, Preservation, special discounts at National Trust Historic Sites and Distinctive Destinations across the country, up to 30% off the best available rates at participating Historic Hotels of America®, and much more.

Without the enduring support of members like you, we would not be able to protect, restore, and reimagine historic places that tell the full American story. We believe every American should be able to see themselves, their history, and their potential in our collective story and our national cultural landscape.

Thank you in advance for your renewed support. Together, we will continue to save places and America’s history!

Sincerely,

Elizabeth Bruns
Director of Member Engagement

Your Member ID is:
Current expiration date is:

Questions about your membership? Contact the Membership team at members@savingplaces.org.
While you're counting down the hours until the new year, Friend, please give a special gift to the National Trust and help us meet our $125,000 goal before the clock strikes midnight.

Your generosity will have extra power because our generous group of donors will add $2 to every $1 you donate today.

- You’ll make 3X the impact for the preservation of our nation’s historic treasures.
- You’ll provide 3X the resources to tell America’s full story in the places where our history happened.
- You’ll bring 3X the power to shine a light on vulnerable and overlooked places and keep them from being forgotten.
Make a gift to empower the National Trust’s innovative and respected work to save the historic places that tell our full American story.

Help Us Raise $125,000: Every Dollar Tripled!

We Did It!

Almost There

Good Start

$0

TRIPLE MY GIFT

Remember, a generous group of donors will continue to add $2 to every $1 you give until 11:59PM tonight.

If you haven’t had a chance to make your gift, now’s the time to make the most of this critical matching gift opportunity.

Thank you for your thoughtfulness and support.

2600 Virginia Avenue NW
Suite 1100
Washington, DC 20037

info@savingplaces.org
Unsubscribe
Dear Friend,

There are still a few days left in Membership Month, and we’re hoping to hear from you because your support keeps our mission to save America’s historic places moving forward.

If you make an especially generous gift of $100 today, we will send you a signed copy of *Why Old Places Matter*. This exploration of the deep attachment people have with old places combines breathtaking photographs with thoughtful narrative written by National Trust Chief Legal Officer Thompson M. Mayes. This is a one day offer, so please make sure you reserve your book now.

DONATE TODAY
We’re three days away from the end of our Membership Month Challenge. As I have mentioned in earlier emails, we’re counting on members like you to help us raise $50,000 by midnight on April 30.

If you already made a gift, thank you! If you haven’t had a chance to give, please help us meet this important challenge.

Our historic buildings, landscapes, and artifacts help us tell all of America’s stories. No book or lecture can show how the past has shaped our present and future the way a historic site can, because these special places bring our stories to life in the places where they happened.

**Your special gift goes above and beyond your valued membership in our work to save America’s historic places.** We’re getting very close to our goal and your generosity will help us meet our Membership Month Challenge.

With gratitude,

Elizabeth Bruns
Director of Member Engagement
Dear Friend,

Tomorrow, as you reflect on what you are thankful for, please know that all of us at the National Trust for Historic Preservation are thankful for you. Your commitment to preserving America’s historic and cultural places—and the stories they tell—inspires us every day.

As a small token of our appreciation, we are sharing a delicious pumpkin cake with caramel sauce recipe from Chef Ben Spungin, the chef/owner of Cella Restaurant.

Part of Cooper Molera Adobe, a National Trust Historic Site in Monterey, California’s Old Town Historic District, Cella opened this year after a delay due to the pandemic and is already garnering rave reviews. Originally
Nathan Spear’s warehouse in the 1830’s, the space served as a fonda, or public inn, in its early years. Cella’s debut at Cooper Molera is a cause for celebration as it highlights how a “shared use” partnership can honor and interpret a historic site while creating a vibrant leisure destination.

Today, in addition to Cella Restaurant in the Spear Warehouse, the property includes two adjacent adobe homes that are used as National Trust museum and gallery spaces, Alta Bakery, and the Barns at Cooper Molera event center—all connected by beautiful gardens and surrounded by a historic adobe wall. The re-imagined Cooper Molera represents a new vision for operating and sustaining a historic site.

As you make and share this wonderful recipe, I hope it serves as a reminder of all you do to save America’s historic sites, communities, and landscapes.

With gratitude,

Ann McElwain
Chief Development Officer
Dear Friend,

October 26 is the 73rd birthday of the National Trust for Historic Preservation and we hope you’ll join in the celebrations by signing our birthday card.

In truth, we are celebrating you. After all, your generous National Trust membership support is the reason we’ve been able to lead America’s preservation movement for so many years.
When you sign our birthday card, you also celebrate your own contributions to saving America’s historic and cultural places...places of beauty and introspection...places that tell the full American story...places that will enrich our nation’s future with the lessons of the past.

Please take a moment and sign our card.

Sincerely,

Ann McElwain
Chief Development Officer

SIGN THE CARD

2600 Virginia Avenue NW
Suite 1100
Washington, DC 20037

phone: 202-588-6000
toll-free: 800-944-6847
Fax: 202-588-6038

info@savingplaces.org
Unsubscribe
Dear Friend,

Thank you! We are so grateful that you are a member of the National Trust. Your loyal support has contributed so much to saving the historic places across our nation that tell the full American story.

I hope every time you open your copy of Preservation magazine or see mention of the National Trust's impact, you feel a burst of pride knowing that your generosity is advancing this critical work.

This month we have launched our Monthly Donor Drive and we hope you will consider becoming one of the 55 new Preservation Partners we need to reach our goal by July 31.

Like you, this group of National Trust members is committed to supporting our work to save the places that tell the full American story. The only difference is that they enjoy the ease of giving through automatic monthly gifts.

I believe you’ll find monthly giving is a great option. You’ll always
know you’re supporting the critical work of saving America’s historic places, but you won’t have to remember to renew your annual membership. You can become a Preservation Partner for as little as $15 a month or as much as $100, and you can change or stop at any time.

- You’ll receive uninterrupted member benefits, as well as exclusive Preservation Partner benefits, including free registration to PastForward Online 2022, the National Trust's annual conference; invite-only webinars; and a special quarterly e-newsletter.

- If you elect to give a monthly contribution of $20 or more, we’ll also send you a beautiful, limited-edition print of the Edith Farnsworth House, Mies van der Rohe’s Modernist masterpiece.

- Most importantly, you’ll help us plan further ahead and devote resources to a wide range of places that need National Trust assistance, and initiatives that require our sustained attention.

Please know that we are deeply grateful for your commitment and generosity, whether or not you choose to become a Preservation Partner at this time. Your contributions to the National Trust play an important role in saving America’s historic places. Thank you.

Sincerely,

Elizabeth Bruns
Director of Member Engagement

BECOME A PRESERVATION PARTNER
Dear Friend,

It’s a simple truth. Our historic places and their stories are powerful. They give all Americans the chance to experience the many chapters of the full American story in the sites where history happened.

This February, as we celebrate Black History Month, we want to share a few stories of the special places where Black history happened that members like you have helped protect.

As you read here about work being done to tell the full American story, I hope you feel inspired to make a special gift. Your added support will play a critical role in our mission to save America’s historic places.

The 1954 Supreme Court decision, *Brown v. Board of Education*, is most associated with schools in Topeka, Kansas. In truth, the case represented five communities across the South, East, and Midwest to desegregate American schools. After a multi-year advocacy campaign led by the National Trust, we helped craft a policy proposal to introduce legislation that would protect all the sites associated with *Brown v. Board of Education*. On May 12, 2022, President Biden signed into law the Brown v. Board of
Education National Historic Park Expansion and Redesignation Act, which will illuminate this landmark case.

Established in 1940 by midwife Beatrice Borders, the Georgia B. Williams Nursing Home was the only known birthing center of its kind in Jim Crow era Georgia, and became a birthing sanctuary for thousands of expectant Black mothers. The Nursing Home provided quality healthcare and accepted whatever payment the women could afford. The building sat vacant since 2004 and over the years had suffered tremendously from water damage. The National Trust included it as one of America’s 11 Most Endangered Historic Places in 2021. We also provided a $75,000 grant from our African American Cultural Heritage Action Fund to help create an interpretive center and multi-use space. Since its inclusion on the 11 Most list, the Home has also received significant National Park Service support to help with its ongoing restoration.
Emmett Till’s horrific abduction and lynching in Mississippi spurred his mother Mamie Till Mobley’s lifelong fight for civil rights and social justice in honor of her son. The historic sites connected with their story represent a pivotal moment in American history. The National Trust has been working for years to protect and preserve these sites. Our African American Cultural Heritage Action Fund has invested nearly $500,000 in grant funding since 2017, including funds to stabilize the Roberts Temple of God, which was the location of Emmett Till’s historic open casket funeral. The Roberts Temple was also listed in our 2020 America’s 11 Most Endangered Historic Places. The National Trust has also devoted years of advocacy efforts to ensure places related to the Tills in Chicago and Mississippi are protected as units in the national park system. This will soon bear fruit as President Biden will use his authority under the Antiquities Act to designate these sites as a national historical site.
Earlier this year, we announced the first grants from our Preserving Black Churches program, funded by the Lilly Endowment. The program is an impactful new part of our African American Cultural Heritage Action Fund. Grants totaling $4 million will help strengthen 35 congregations and the communities they serve by ensuring these meaningful and beautiful structures are preserved and accessible. It will also allow these sacred spaces to tell their stories of resiliency and hope, while carrying their mission into the future. Among the grantees, Old Sardis Baptist Church in Birmingham, Alabama, received a project planning grant. The church was designed by Wallace A. Rayfield, one of the first Black architects in the United States.
The Threatt Filling Station and Family Farm was also listed in our 2021 *America’s 11 Most Endangered Places* list. The entrepreneurial Threatt (pronounced THREET) family first sold produce from the 150-acre farm in the early 1900’s, and expanded their offerings over time to include a filling station, ballfield, outdoor stage, and bar. The filling station was the only known Black-owned and -operated gas station along Route 66 during the Jim Crow era, making it a safe haven for Black travelers. The farm also reportedly provided refuge to Black Oklahomans displaced by the 1921 Tulsa Race Massacre. The family still owns the property and envisions revitalizing this site in time for the 2026 Centennial of Route 66. By bringing this story to a national audience, the National Trust is helping elevate the need for partners and financial support to fully restore the filling station and bar, and uplift stories of Black entrepreneurship and travel.

As a member of the National Trust, you have helped protect and preserve irreplaceable historic sites like these and so many others. I’m sure you agree all Americans should be able to see their stories reflected in the places where history happened. But we can’t advance this critical work without you.

**If you can, I encourage you to give a special gift today. Every dollar you donate gets us one step closer to meeting our $25,000 goal.** Most
importantly, you will contribute to the advocacy, community outreach, and preservation work that allows us to tell the full American story.

DONATE NOW
SAVE HISTORIC PLACES
DONATE TODAY
LOVE HISTORIC PLACES?
You can help protect them.

DONATE

National Trust for Historic Preservation®
#GivingTuesday Sneak Peek!

Today, your generosity will go 2X further! Fellow National Trust supporters have offered to start our #GivingTuesday match early.

$50  $100  $250  $500
Celebrate historic places.
America’s historic places have centuries of stories to share. They inspire us. They inform our future.

Double your impact.
Your matched gift will power our critical work preserving the places where America’s history happened.

Make a donation today.
Support telling the full American story and take advantage of this special early #GivingTuesday match offer.

2X MATCH: GIVE NOW
Honor Black History Month

Historic preservation is the work of uncovering untold stories, elevating the legacy of our nation's leaders, and connecting our past to our future. Saving places where African Americans made history is essential to telling our full American story.

DONATE NOW

Tell the Full American Story
In honor of Black History Month, donate to protect places that embody our country's diverse history.

Be a Champion of Preservation
Your support plays a pivotal role in our work. Together, we can save places that tell our shared story.

Protect the Irreplaceable
Make a gift today that safeguards important stories of the American experience.

DONATE NOW
Double Your Monthly Gift Today

Become a Preservation Partner by making a monthly gift, and a generous donor will match your donation dollar-for-dollar. But this offer ends today, so don’t miss this opportunity to double your impact.

Select a donation amount:
- $18
- $25
- $35
- Other amount

Enter your details:
- First Name
- Last Name
- Email

Submit your donation.
Our #GivingTuesday 3X match has been extended!

You can still TRIPLE your gift to protect more places that embody the American experience. Our generous donors extended the 3X match through December 31. Give now to help save our national treasures.

TRIPLE YOUR GIFT
Your gift today will go right to work saving historic places and telling the full American story.

COMPLETE YOUR DONATION to save more of America’s historic places

DONATE

EDITH FARNSWORTH HOUSE, PLANO, IL

SAVINGPLACES.ORG
Historic Places Need You
Not affiliated with Meta

Donate now
Today, you can TRIPLE your impact for historic places during our 3X match for #GivingTuesday, a global day of generosity when people support the causes they're most passionate about. Your gift will be multiplied to power historic preservation by protecting places at risk, restoring those that have fallen into disrepair, and reinterpreting sites to tell the full American story. Give now to save more places.

You power preservation.
Help save more places like Nina Simone's childhood home.

3X MATCH | DONATE NOW

NINA SIMONE'S CHILDHOOD HOME
TRYON, NC
Photo Credit: Nancy Phelan

support.savingplaces.org
Give 3X the Support for...
Historic places across the country tell the full American story—will you give this #GivingTuesday to keep history alive? Many sites have untold legacies and stories. But with your support, we can uncover the past to enrich the future. Support historic preservation now, and your donation will be matched 3X to triple your impact!

Keep history alive.

3X #GivingTuesday... Not affiliated with Meta

Donate now