Infographics

Quick Start Guide

The Preservation Priorities Task Force (PPTF) Infographics offer a new way to connect historic preservation to the urgent issues of affordable housing, climate action, racial justice, and workforce development. Developed by preservationists across the country, the infographics are available for free to anyone who wants to convey how preservation plays a key role in addressing these issues.

Here are some tips for using the infographics.

Questions? Email cdanz@savingplaces.org or cindy@cindyolnick.com.

Landing Page

https://www.preservationpriorities.org/infographics

Additional Website

https://www.preservationpriorities.org/

Infographics Overview

Combining data, photos, and case studies, these infographics tell a visually compelling story about important preservation issues to engage stakeholders and leaders. They can be used as a series or individually, in any order, and mixed and matched for specific needs and audiences.

They cover four key issues facing the preservation movement:

- Affordable housing and density
- Diversity, inclusion, and racial justice
- Preservation trades and workforce development
- Sustainability and climate action

Each of the four topics has a set of infographics, including:

- A general, or cover, image—animated for a “one-two reveal,” though you can also use the static version
- Key data points
- Key text points
- Two case studies—in all, they reflect a range of projects, styles, and locations across the U.S.

Designed for (though not reliant on) simple animation, the first (or “cover”) image combines two graphics for a perhaps surprising reveal of preservation as part of the solution to each issue.

The infographics are intended to draw your audience’s attention, so you can follow with more details and examples specific to your community.

Audiences

Any organization, ally, individual, supporter, or volunteer can use these infographics to advocate for preservation. By focusing on just a few key points, the infographics can help convey complex preservation issues in a digestible way for those not in the field. They’re designed to capture viewers’ attention as a starting point for more specific information and discussions.

You can use them to engage virtually any audience, from community leaders to residents, potential partners, donors, elected officials, students, and more.

How to Use

You can use these infographics in many ways to meet different needs in your community. You can link to information on your website, blog posts about the topics, or the landing page of the PPTF which delves into more details about the issues.

Just a few ways to include:

- Post on your website.
- Share on social media.
- Use in print material, from fundraising pieces to one-pagers for elected officials.
- Share with audiences via email – both internal and external audiences (see above for audiences).
- Connect with materials that expand on the topic such as blog posts, case studies, webinars, etc.

We hope you find these resources helpful, and we welcome your feedback. You can contact Colleen Danz at the National Trust for Historic Preservation

(cdanz@savingplaces.org) or Cindy Olnick of the Preservation Priorities Task Force/National Preservation Partners Network (cindy@cindyolnick.com).

About the Task Force

A partnership of the National Preservation Partners Network and the National Trust for Historic Preservation, the Preservation Priorities Task Force brought together advocates from across the country to help statewide and local organizations address four significant, interrelated issues facing the preservation movement:

- Affordable housing and density
- Diversity, inclusion, and racial justice
- Preservation trades and workforce development
- Sustainability and climate action

For details, visit https://www.preservationpriorities.org/