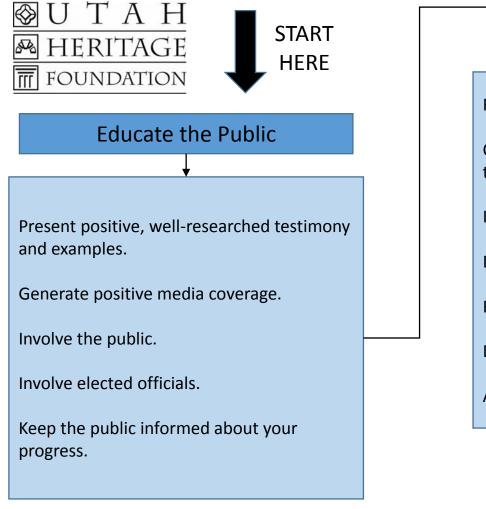
Making the Save: Step-by-step Guide "SAVE IT" Step 3: Educate and Advocate



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 -<u>http://historicseattle.org/preservationseattle/techniques/defaultSEPT06.htm</u>
- Preservation Alliance of Minnesota: Community Action Guide -<u>http://www.mnpreservation.org/pdf/Community\_Action\_Guide.pdf</u>
- Preservation Alliance of Minnesota: Preservation Crisis Handbook -<u>http://www.mnpreservation.org/pdf/Preservation Crisis Handbook.pdf</u>
- Preservation Pennsylvania: The Crisis Handbook: A Guide to Community Action -<u>http://www.preservationpa.org/uploads/pdf/CrisisHandbook.pdf</u>
- Preservation Pennsylvania: How to Preserve and Protect the Historic Places that Matter to You -<u>http://www.preservationpa.org/uploads/NPS\_FullVersion.pdf</u>