Helpful Hints for Preservation Projects
Build Awareness and Appreciation Before Chasing Dollars

Buildings that need love and care and investment ALSO need imagination and creativity to envision the widest possible range of potential — and appropriate — future uses.

Before chasing dollars, try building awareness and appreciation for the project. Some (but not the only!) successful strategies include:

- Small and large-group brainstorming sessions
- Media campaigns to spread the word of an ad hoc group’s intention
- Holding an open house
- Consulting with municipal boards and commissions
- Outreach to other community groups
- Thinking of new ways to solve old dilemmas

The New Hampshire Division of Historical Resources
The best fundraising is local

We often focus the “ask” on large business firms or corporations because they have the “deep (er)” pockets.

But smaller activities can raise awareness, goodwill, AND money at the same time. Such as:

- Bake sales
- Community suppers & yard sales
- 5K run/walk
- Online fundraiser
- Other creative ideas …

Inquire with local banks and your community’s Trustees of Trust Funds to see if there are local sources for funding.

The New Hampshire Division of Historical Resources
Keys to Success

- Have a clear message about what you want to do, how you plan to carry out the project, and how much it will cost before making your ask.

- Individuals, funding agencies and foundations are much more likely to support your project if they know how their resources will be used and why they are needed.

- Be sure you have strong local support before approaching an outside source for funding. Every funding organization likes to know that it is assisting a project the community wants.

- Don’t overlook local funding sources, including individuals. Over 90% of all funding for nonprofit and volunteer organizations comes from local sources.

- Make sure your project meets the criteria for a funding source.

- Don’t overlook (and keep track of!) donated in-kind services and materials.

The New Hampshire Division of Historical Resources