

Regeneration + Engagement: The Next Generation as Stewards of Heritage Resources

Judy Oberlander and Associates Inc.
Heritage Canada Foundation Conference
Ottawa, November 1, 2013

Regeneration and Engagement:

Consider Creative Ways To:

- Engage a diverse group of younger people in our work
- Reach out to younger audiences
- Learn what the next generation values
- Widen the circle of support for heritage conservation in Canada
- Tune into the channels of the next generation

Engage a Diverse Group of Younger People City of Richmond Partners with the Vancouver Heritage Foundation – Heritage 101 Workshop



Reach Out to Younger Audiences - WTF

“See, kids? Museums, like swear words & hashtags, are cool”,
The Toronto Star August 22, 2013

WTF? In this case, it's just a cheeky ad campaign for Toronto museums

“What the Fact?” bus shelter ads feature mystery artifacts and a social media twist meant to lure younger visitors to historic sites.

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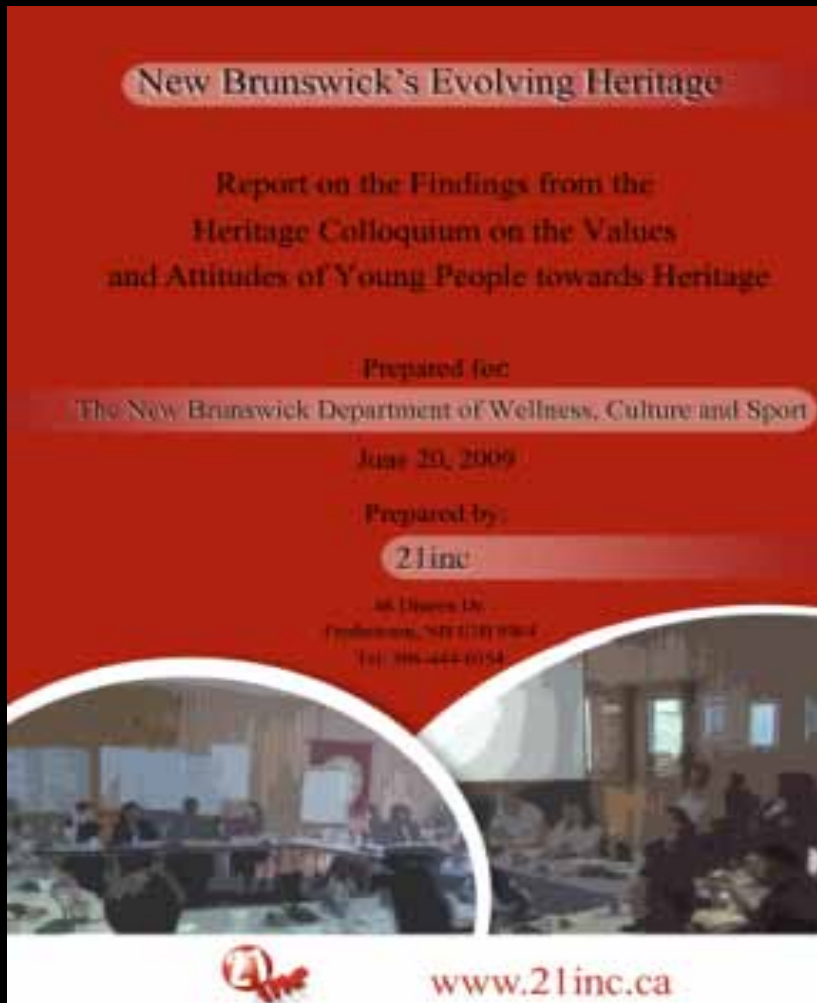


LUCAS OLENIUK / TORONTO STAR [Order this photo](#)

In a bid to attract younger people to museums, the City of Toronto is putting posters in bus shelters reading WTF, which, as the small print makes clear, stands for “What The Fact?”

Values + Attitudes of Young People Towards Heritage

www.gnb.ca/0131/PDF/H/YouthColloquium.pdf




- Heritage is dynamic
- A difficult topic for participants to define
- Identity, Relationships, and Celebrate/Recognize History and Culture
- Heritage is mostly communicated through newspapers, and notinformation sources used by young people, such as friends, social media, and other electronic sources.

A Few Tools to Raise Awareness:

- Social media
- Creative ad campaigns
- Contests
- Voting on-line
- Crowdfunding
- New Curricula


Twitter

<https://twitter.com/HistoricPlaces>



**Canadian Register
of Historic Places**

A Federal, Provincial, Territorial Collaboration
www.historicplaces.ca



-  **Canadian Register** @HistoricPlaces 22 Oct
#TriviaTuesday This red ingredient was nicknamed the "Queen of Every Harvest" for 40 years. Know it? ow.ly/psGH2
Expand Reply Retweet Favorite More
-  **Canadian Register** @HistoricPlaces 18 Oct
OTD 1929 Judicial Committee of the Privy Council rules women are eligible to sit in the Senate. #PersonsDay ow.ly/psFyT
Expand Reply Retweet Favorite More
-  **Lower Fort Garry NHS** @LowerFtGarryNHS 18 Oct
Visit our blood-curdling event "Fright at the Fort" tonight from 7-11 p.m. lparksCanada.gc.ca/Garry for details. ow.ly/i/3sDlo
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-  **Nova Scotia ParksCan** @ParksCanada_NS 17 Oct
RT @latestnewsbot: Video game hides bombs in Citadel Hill, asks volunteers to find them: (via Global News)... bit.ly/1cxldqM
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-  **Canadian Register** @HistoricPlaces 17 Oct
Grenfell dedicated his life to help the coastal people in #NFLabrador #InternationalDayfortheEradicationofPoverty ow.ly/pV25K
Expand Reply Retweet Favorite More
-  **Parks Canada** @ParksCanada 17 Oct
A blast from our past! Check out these classic shots from #Louisbourg! ow.ly/pGy4G @ParksCanada_NS #ThrowbackThursday

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Canada's Historic Places

1,182 likes · 7 talking about this · 1 was here



- Community & Government
- 25 Eddy Street, Gatineau, Quebec K1A 0M5
- Always open
- <http://www.historicplaces.ca>

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World Monuments Fund

9,625 likes · 309 talking about this

Like

Non-Profit Organization
World Monuments Fund is the leading independent organization dedicated to saving the world's most treasured places.

About

Photos

ENTER OUR EVERYDAY PRESERVATIONIST PHOTO CONTEST TODAY!

Entry Form

E-News

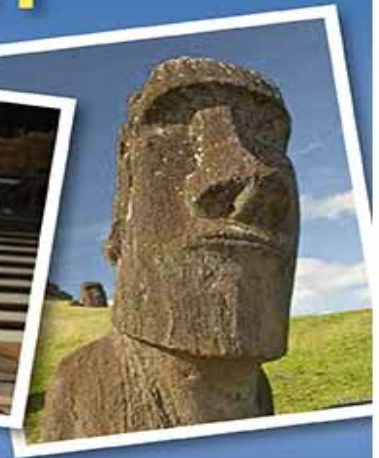
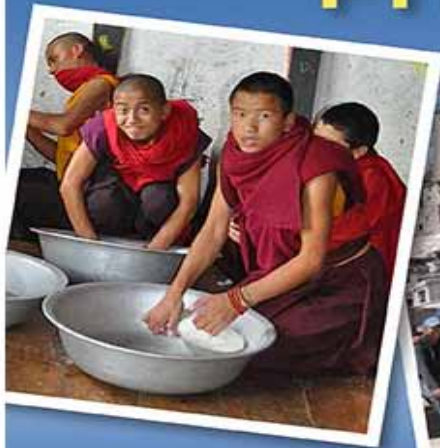
YouTube

Engage your constituents across generations
www.facebook.com/worldmonuments



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YOUR PHOTOS

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**EVERYDAY PRESERVATIONIST
PHOTO CONTEST**



Vote on-line in support of heritage Conservation
www.avivacommunityfund.org

Flood Recovery: Heritage Park Historical Village, Fort McMurray

374 votes

Vote now ✓



Like

547



Tweet

0



+1

4



Pin it

2

send an email





CROWDFUNDING

The Oatmeal's Tesla Museum campaign has totally obliterated its fundraising goal

Robert T. Gonzalez +

Last week, we told you about *The Oatmeal*

AUG 26, 2012 9:50 AM

25,728 🔥 55 💬

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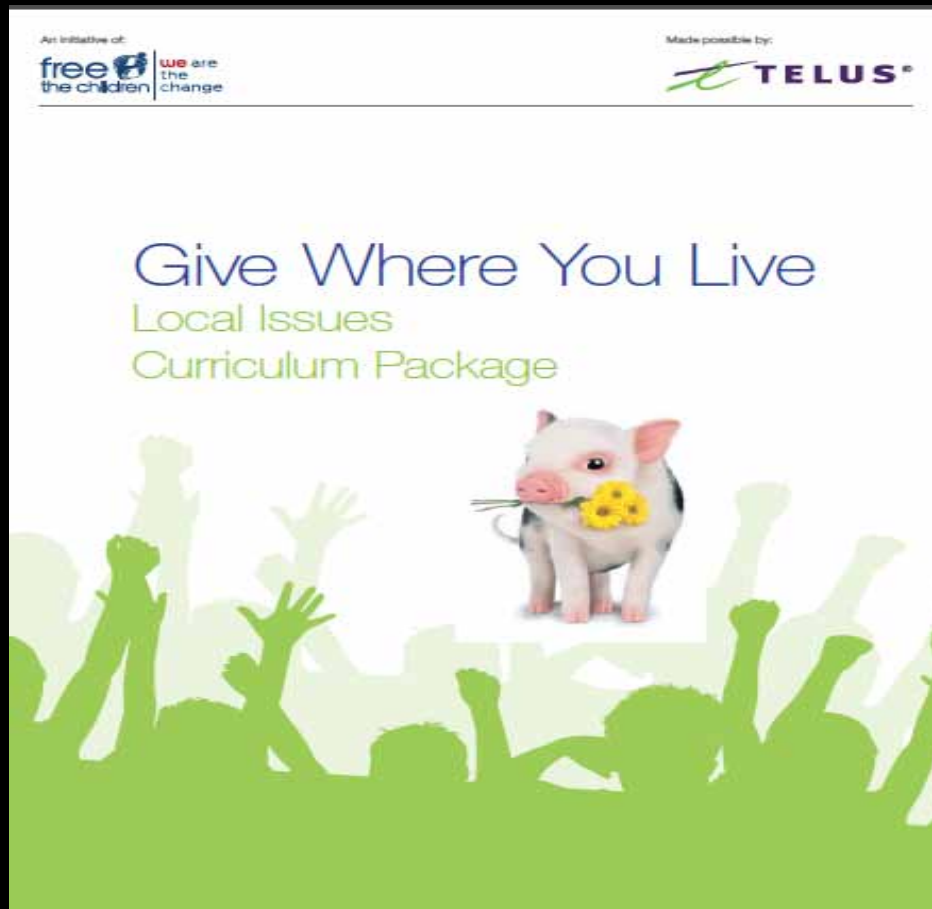


Maxine Hicks for The New York Times

The only surviving former workshop of the inventor Nikola Tesla sits on 16 acres in Shoreham.

Give Where You Live:

Investigating Local Issues in the Secondary Classroom
Philanthropy Curriculum: Free the Children & Telus



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www.philanthropy.com

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July 18, 2013

75% of Young Donors Turned Off by Out-of-Date Web Sites



Brett Mountain

Web sites for organizations like Repair the World need to show how volunteers help them achieve their missions, a new study finds.

[Enlarge Image](#)

updated recently. Six in 10 said they wanted nonprofits to share stories about successful projects and programs and appreciated information about an organization's

By Cody Switzer

Organizations that want to persuade people in their 20s and early 30s to give and volunteer don't have much of a chance if they're not updating their Web sites frequently and including compelling details about their causes and the people they serve, a [new survey](#) finds.

Three out of four donors born from 1979 to 1994—a generation often referred to as “millennials”—said they were turned off when a nonprofit's Web site had not been

Largest Survey of Millennial Adults
<http://srvey.telefonica.com/globalreports>



Telefónica Global Millennial Survey: Global Results

Learn more at telefonica.com/millennials
#TEFMillennials

Telefonica

Ways to Make a Difference in the World

<http://srvey.telefonica.com/globalreports>

Key Driver Of Change: Belief In The Importance Of Education



42%

of global Millennials believe improving the **access to / quality of education** is the most important way to make a difference in the world

- 41% say protecting our environment
- 39% say eliminating poverty
- 24% say providing basic food / shelter to people
- 24% say promoting sustainable energy

Top Five Challenges Facing Millennials in Canada

- Availability of good jobs
 - Student debt
 - Cost of education
 - Environmental protection
 - Cost of living
-
- Abacus Data launched its Canadian Millennial Research Practice to help Canadian businesses, associations and government ask the questions
 - latest survey: Oct. 25 - 28 2012 and 1,004 Canadian Millennials completed our online survey.

480

Like

188

Share

70

Tweet

23

+1

42

Email

70

Comment

The Canadian Millennial

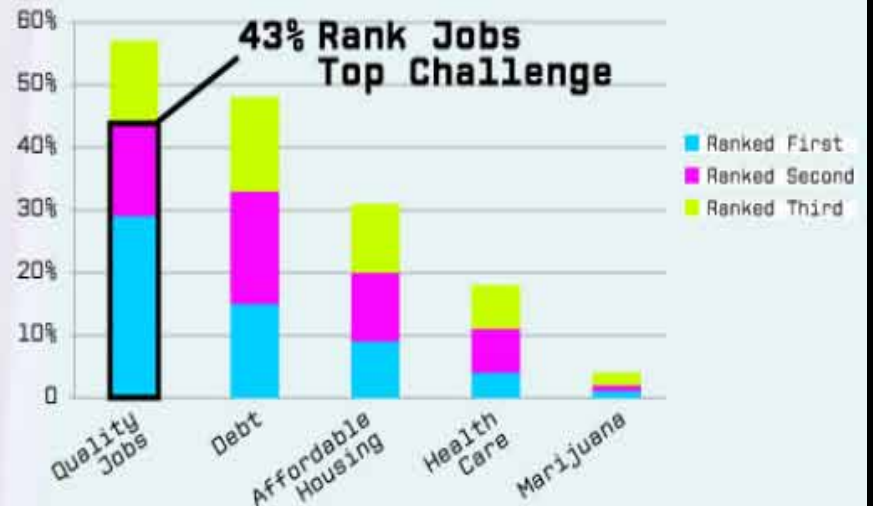
National Survey of Canadians Aged 18-30



Growing up, Generation Y was told they could achieve anything they wanted, but optimism for the future has collided head-first with the economic realities of the Great Recession.

What's Weighing On Them

Millennials overwhelmingly see employment as the biggest challenge facing their generation.



What Do Millennials Think of Historic Preservation?

<https://about.americanexpress.com/csr/csrnow/csrn095.aspx>

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LEADERSHIP

INITIATIVES

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HOW TO APPLY



CSR Now!

Tim McClimon

Tweet

Share

41

Like

20

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What Do Millennials Think Of Historic Preservation?

August 5, 2013

The other day, after making a presentation about corporate social responsibility at American Express, a colleague approached me and said that she thinks that her generation (Millennials) doesn't really care about historic preservation (one of our philanthropic priorities).

This isn't the first time that I've heard this opinion expressed, but I couldn't remember seeing anything written about the subject. So, I decided to dig around.

My first stop was the National Trust for Historic Preservation in Washington, DC, one of our major nonprofit partners in this cause. Turns out they've done extensive research on the subject and their research doesn't support the above-

Welcome!

Welcome to *CSR Now!*, a weekly blog designed to get at what's happening in Corporate Social Responsibility today – from the point of view of a corporate practitioner.

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“What Do You Think?”

Send me your comments”

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Thunderbird Trains Nonprofit Leaders

Boot Camps for Emerging Innovators



[View 2012 Grants List \[PDF\]](#)

National Trust for Historic Preservation's Research

- Chief Marketing Officer, Terry Richey: Millennials want to be active in support of the preservation cause and not passive consumers of information. They want to sign up for action alerts or attend "behind the scenes" tours, for example, but they don't necessarily want to be traditional members.
- According to the National Trust's research, "a third of American adults (65 million) hold strong preservation values and that the distribution amongst adults isn't skewed much by age, region, income or ethnicity."

National Trust for Historic Preservation On-line Survey

- Who made a donation to an historic site or building in the past three years, the percentage of people replying affirmatively:
 - Age 18-34: 61%; Age 35-54: 65%; Age 55+: 62%
- Who signed a petition to save a historic site or building in the past three years, the results also were consistent across age groups:
 - Age 18-34: 70%; Age 35-54: 67%; Age 55+: 69%

Observations on Social Media, Preservation and Public Outreach

Audrey Plummer, MA Arch + Planning Student

Intern Pennsylvania Historic Preservation Office, 2013

Historic preservation meshes well with social media.

People believe their history is interesting, pictures of old buildings and artifacts can be captivating and....inspire people. To tap into this audience, the preservation community needs to invest the time and energy in producing gorgeous, fascinating visual content along with interesting and succinct text.

Engaging the public, especially younger people, should be a high priority for the historic preservation community.

Done correctly, social media can play a major role in increasing public awareness.

ACO NextGen

Architectural Conservancy of Ontario

facebook

Email or Phone

Keep me logged in

Password

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Log In

2nd annual aco nextgen design charrette

What do you think should be here?

ACO NextGen
is on Facebook.

To connect with ACO NextGen, sign up for Facebook today.

Sign Up

Log In

DESIGN CHARRETTE

Saturday, September 14th 8:30 AM-6 PM
Parliament Interpretive Center, 265 Front Street East,
Toronto, ON

8:30 - 9:00 Registration



...ks and Presentations
...ation begins
...vided
...tations
...ate and award winning



ACO NextGen

197 likes · 8 talking about this



Community

A group for the ACO's NextGen

About



Photos

197

Likes



Events

Reach Out and Train a New Generation

Engage diverse audiences

Futures for young people



©NTPL / David Levenson

Hundreds of disadvantaged young people across England will learn new skills such as conservation and customer services at stunning heritage sites, thanks to an exciting partnership between the National Trust and [The Prince's Trust](#), funded by a £1.2 million grant from the [Big Lottery Fund](#). The aim is to see 65 percent of participants move into education, training or employment following their involvement in this project.

It's Time to Get Serious About Using Social Media

www.philanthropy.com

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August 21, 2011

It's Time to Get Serious About Using Social Media



By Allison Fine

It's official: We're all social now. Nine in 10 nonprofits use Facebook, smaller but significant numbers have Twitter accounts and their own blogs, and the amount charities raise through social networks is growing faster than any area of giving.

But now that nonprofits are ping-pong and

2011 ONLINE TECHNOLOGY GUIDE

The Chronicle of Philanthropy's online directory of the best technology resources and solutions available for nonprofits.

[2011 TECHNOLOGY GUIDE ONLINE](#) 

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On-line Donations Are A Key Strategy



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- Garden + Art Tour
- Wearable Art Show
- Get involved!
- About the Gallery
- Shop at the Gallery
- Support the Gallery**
- Register for E-News
- Upcoming Events
- Links

Campbell River Art Gallery on Facebook



Sub Menu

- Support the Gallery**
- Become a Friend
- Become a sponsor



Support Campbell River Art Gallery

Donations at any Level Are Welcome!

We appreciate donations of any amount. Contributions over \$20 are eligible for a tax receipt.

Friends of the Campbell River Art Gallery

Make a donation at the Friends level, which includes a Gallery membership, tax receipt, and a chance to participate in a wealth of art related activities, from art tours to social gatherings, organized by the Friends Committee. See the Friends' Donation Form in the Downloads column to the right.

- Silver Friend \$150+ per person, or \$250 per couple
- Gold Friend \$300+ per person, or \$500 per couple
- Platinum Friend \$500

Planned Giving

Consider a bequest to the Gallery to ensure the future vitality of the arts, exhibitions and programming in our community.

Corporate Sponsorship of an Event or Exhibition

The Gallery partners with corporate sponsors to deliver lively exhibitions and programs that make our community a better place to live, visit and work. Our sponsors are recognized in widespread media coverage, in our newsletter, in signage at the event, on posters, and on our website. Many choose to associate themselves with a event in perpetuity. Call us for our current Sponsorship Catalogue.

How to Make Your Donation

Mail: 1235 Shoppers Row, Campbell River, BC V9W 2C7

In person: with Visa, Master Card, cheque or cash, at the Gallery, at 1235 Shoppers Row, in downtown Campbell River. See our business hours on our home page.

By internet through CanadaHelps.org:



250-287-2261 or director@crartgallery.ca.

Downloads

Forms

- Membership & Friends Form
- Volunteer Registration
- Art Class Registration
- Bursary Form
- Wearable Art Fashion Show Entry Form
- Christmas Market Submission
- Gift Shop Submission

Classes & Exhibitions

- Exhibition Schedule 2011
- 2013 Call for Exhibition Proposals
- Exhibition Proposal Guidelines for the Satellite Cases
- Super Saturdays
- Children & Teen Classes
- Adult Classes
- School Programs

Other

- Gallery Floorplan
- A Plan for a Successful Exhibition Submission (article)

» [Download Adobe Acrobat Reader](#)

The Millennial Impact Research Report 2013

www.themillennialimpact.com/research

THE MILLENNIAL IMPACT RESEARCH 2013 INVOLVE

How can I help Millennials get involved?

FOLLOW THE VOLUNTEER CONTINUUM



SUPPORTIVE
ACTIVISM



YOUNG NONPROFIT
PROFESSIONAL GROUP



ONGOING
LEADERSHIP



MILLENNIALS WERE MORE INTERESTED
IN GETTING INVOLVED FOR...
**NETWORKING & GAINING
PROFESSIONAL EXPERTISE**



PASSION



MEET PEOPLE



EXPERTISE

MILLENNIALS' TOP THREE MOTIVATIONS
FOR GETTING INVOLVED



72%

OF MILLENNIALS
ARE INTERESTED
IN PARTICIPATING
IN A NONPROFIT
YOUNG
PROFESSIONAL
GROUP

HEAR WHAT MILLENNIALS ARE SAYING!
www.themillennialimpact.com/2013research

THE MILLENNIAL IMPACT RESEARCH GIVE 2013

2012 GIVING HISTORY THE SINGLE LARGEST DONATION



BUILD A GIVING
RELATIONSHIP WITH
MILLENNIALS BY ENGAGING
THEM THROUGH...



52%
WOULD BE
INTERESTED IN
MONTHLY GIVING



83%

OF MILLENNIAL RESPONDENTS MADE A
FINANCIAL GIFT TO AN ORGANIZATION IN 2012

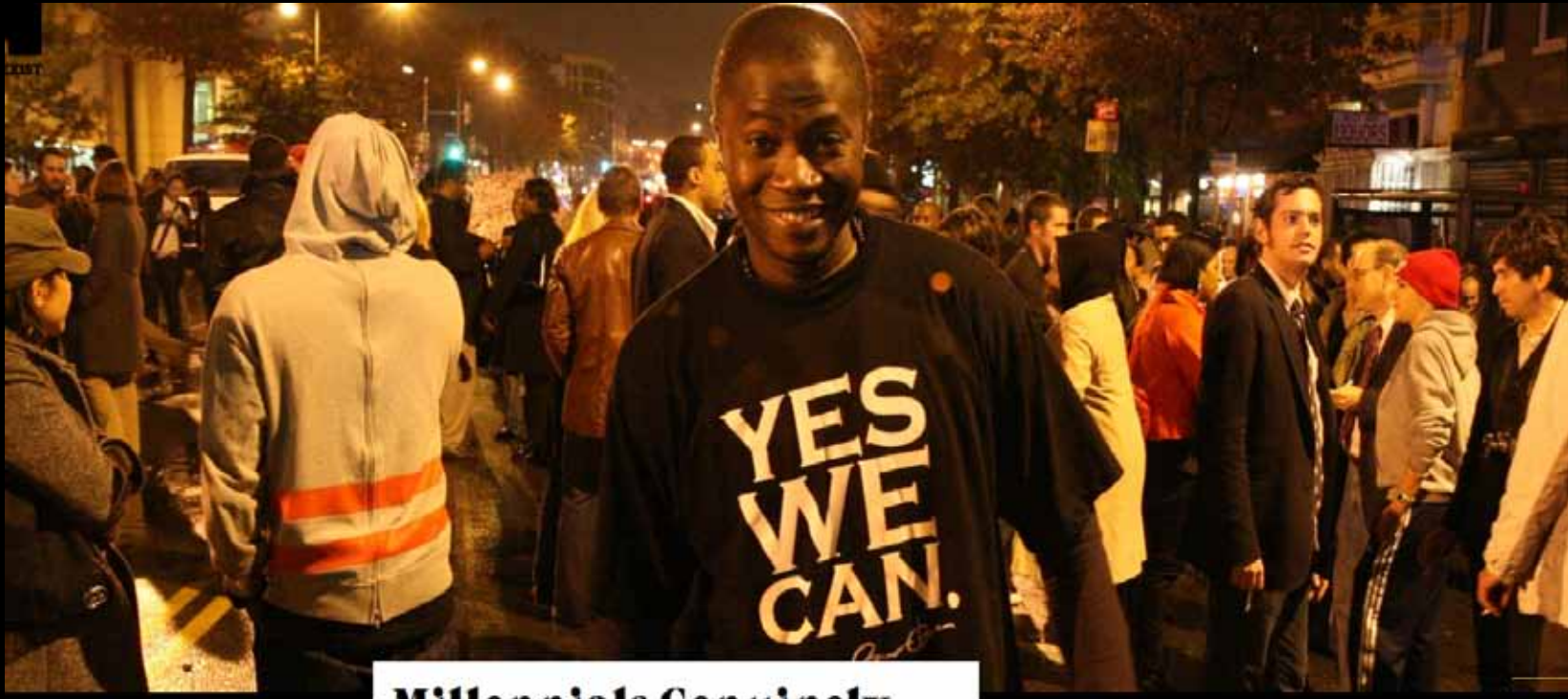
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Widening the Circle

Challenges & Opportunities

- Organizations are looking for volunteers
- Perception is that younger people do not have experience
- Organizations do not highlight young people in action on projects
- Lots of competition for the next generation
- Find a fit: young people like one-time projects
- List skills which younger people have and which will include their friends
- Use websites, photos + social media to engage
- Appeal to their values; encourage them to take action—it is their future

Millennials Genuinely Think They Can Change The World + Their Communities: Let's Give Them The Opportunity



Millennials Genuinely Think They Can Change The World And Their Communities



Far from the jaded, disconnected image you might have of them, 18- to 30-year-olds have a bright view of the future, and are willing to work to make the world better.

