

# Planning for a Special Event

This document contains the guide for planning a Preservation Week event with information, samples, and templates to create a successful event. Be sure to see the online Preservation Week press kit (<http://www.ala.org/news/mediapresscenter/presskits/pwpk>) and publicity tools (<http://www.ala.org/news/mediapresscenter/presskits/pwptk>). For more ideas and help. And check back with the Preservation Week website [www.ala.org/preservationweek](http://www.ala.org/preservationweek) regularly for new resources.

## INSPIRATION, IDEAS, SCOPE, COMMITTEE, SUPPORT, AND PARTNERS

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Evaluate Your Preservation Week Event

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# Planning for a Special Event

Planning can help ensure the success of an event, but we often feel stressed for the time to plan.

This list of relatively small and easy steps will help make planning a part of your Preservation Week activity. Some steps may not apply to some activities—if not, skip them. For example, you won't need a planning committee or coordinator if you put a banner on your home page with a link to preservation resources at your institution, or to the Preservation Week site, [www.ala.org/preservationweek](http://www.ala.org/preservationweek).

Here are typical planning steps. You might find it helpful to write out the responses to steps, and to share them with another staff or a typical audience member to make sure there are no unexpected complications.



## 1 DEVELOP STRATEGIES FOR SUCCESS

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- Ask yourself, “How does the event help fulfill our mission?” **Learn more about Preservation Week: its history, purpose, background**
- Gather event planning committee and select a coordinator
- Define scope of event. **Brainstorm ideas, or borrow one.**
- Identify event objectives
- Identify target audience
- Target collaborative or partnership opportunities. **Get tips for working in a partnership.**
- Garner support from staff
- Talk to others who have had similar events for tips, success and strategies
- Determine how long you need to plan the event
- Determine what success would be and how you will evaluate it **Evaluation tools.**

## 2 MAKE A CHECKLIST, INCLUDING A TIMETABLE

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- A checklist with a timetable helps track of all the activities involved with planning an event. **Our sample checklist.**

## 3 CREATE A BUDGET

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- Identify revenue opportunities, if any (donations, concessions, tickets sales, sponsorships)
- Determine expenses (Printing, permits, speakers, food, supplies, security, room rental)
- Seek funding opportunities, including current budget, donors, grants

## 4 PLAN LOGISTICS

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- Many event planning activities will be going on at the same time, but it's good to think through whole the process in advance. Some major areas to consider:
  - Set date(s)
  - Identify size requirements
  - Choose location of event

- Identify set-up needs
- Decide on catering
- Decide on and assign clean-up responsibility
- Make emergency plans in the event of a major unexpected event (power outage, weather, illness)
- Locate parking

## 5 PLAN PUBLICITY

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- The first purpose of promotion is to publicize event—Brainstorm ways to get the word out (press release, PSA's, newspaper, banners, newsletters, Website, emails to Friend's group). Choose your secondary purposes of promotion. Are you trying to:
  - Inform, educate or entertain?
  - Increase awareness or attendance? **Public relations and marketing tools.**
  - Build a base of support?
  - Facilitate community relations?
  - Build cooperation between organizations with joint program planning?

## 6 EVALUATE

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- Choose an evaluation form or other method. **Our sample evaluation tools.**
- Tabulate evaluation forms or other sources of information
- What worked and what did not?
- What items were missing on your checklist?
- Was the program worth doing?
- Who attended and did you attract a new audience?
- Did the program meet your goals?

## 7 WRAP UP

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- Write thank-you notes
- Write up event
- Publish write-up of event with photos on website, newspaper, newsletter, annual report

### ABOUT THIS TEXT

Adapted from "Planning Special Events: Blueprints for Success" by Debora Meskauskas [www.librarysupport.net/librarylovers/eventips.html](http://www.librarysupport.net/librarylovers/eventips.html), which was adapted from an excerpt of Rashelle Karp, *Part-Time Public Relations with Full-Time Results: A PR Primer for Libraries* (Chicago: ALA Editions, 1995). This book covers topics ranging from how to write a news release to desktop publishing.

### ABOUT PRESERVATION WEEK

Preservation Week inspires action to preserve personal, family, community, and library, museum, and archive collections and raises awareness of the role libraries and other cultural organizations can play in providing preservation information. We urge you to do at least one thing, even if it's small, to celebrate Preservation Week. Note: revised April 2015.

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# What Is Preservation Week?



In 2004 Heritage Preservation carried out the first national survey, the Heritage Health Index, to document collections preservation needs in libraries, museums, and archives. That survey showed that roughly 1.3 billion items need treatment to reduce the risk and rate of damage. The condition of 30 percent of items across every type of collection is unknown. No one knows of preservation needs in the collections of individuals, families, and community organizations, which were not surveyed. Even when condition is known, our cultural and information heritage, especially in digital collections, continues to be at risk.

Recognizing this need, ALA and its Association for Library Collections and Technical Services inaugurated national collections Preservation Week, May 9-15, 2010, along with national partners that include the Library of Congress, Institute of Library and Museum Services, American Institute for Conservation, Society of American Archivists, and Heritage Preservation.

Preservation Week is your opportunity to inspire action to preserve collections—in libraries, archives, and museums, of course, but especially the items held and loved by individuals, families, and communities. Preservation Week activities will also raise awareness of the role libraries and other cultural institutions play in providing sound preservation information.

Individually and as community partners, libraries, museums, and archives are encouraged to do at least one thing, even if it's small, to celebrate Preservation Week. Host a program, event, or display; put a banner on your website; provide tip sheets from the Preservation Week website; talk to your policy makers and resource allocators about your community's preservation needs. focus our combined attention and energy on preserving our information and cultural heritage in all collections.

## MORE INFORMATION FROM PRESERVATION WEEK FOUNDING PARTNERS

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For ideas and information, see these websites for preservation information and resources you can use to celebrate Preservation Week.

### ASSOCIATION FOR LIBRARY COLLECTIONS & TECHNICAL SERVICES

**Preservation Week website.** ([www.ala.org/alcts/preservationweek](http://www.ala.org/alcts/preservationweek)) Includes a speakers bureau, tip sheets, links to basic and extensive preservation information, logos, free webinars, and information about programs to be offered during Preservation Week.

### AMERICAN INSTITUTE FOR THE CONSERVATION OF HISTORIC AND ARTISTIC WORKS

**Caring for Your Treasures.** ([www.conservation-us.org/about-conservation/caring-for-your-treasures](http://www.conservation-us.org/about-conservation/caring-for-your-treasures)) Guidance for care of common categories of collections, printable as handsome two-sided 8.5 x 11" broadsides. Find a conservator tool.

## HERITAGE PRESERVATION

Heritage Health Index (<http://www.heritagepreservation.org/HHI/index.html>) and The Caring Books and Downloadable Documents. (<https://www.heritagepreservation.org/catalog/#Free>) These provide valuable preservation information, with extremely useful information about responding to sudden emergencies in collections.

## INSTITUTE OF MUSEUM AND LIBRARY SERVICES

**Connecting to Collections** ([http://www.ims.gov/about/connecting\\_to\\_collections.aspx](http://www.ims.gov/about/connecting_to_collections.aspx)) links to online resources, grouped by category, and a bibliography of collections care titles distributed as a bookshelf to more than 2,500 local libraries and museums. Includes hard-to-find categories like audio-visual and digital materials. (<http://www.ims.gov/collections/>) Information includes video and news about IMLS's national conservation initiative.

## LIBRARY OF CONGRESS

Simple instructions for **preserving family treasures** (<http://www.loc.gov/preservation/family/index.html>) and caring for collections (<http://www.loc.gov/preservation/care/index.html>) with links to more comprehensive information grouped by topic and type of material.

### **Foundation Grants for Preservation in Libraries, Archives, and Museums**

(<http://www.loc.gov/preservation/about/foundtn-grants.pdf>) 2010 edition, a web-based tool for finding potential sources of preservation funding.

**Personal Archiving** preserving your digital memories advice about archiving personal digital material.

(<http://www.digitalpreservation.gov/personalarchiving/>)

## SOCIETY OF AMERICAN ARCHIVISTS

**Selected Links to Preservation Websites** (<http://www.archivists.org/saagroups/preserv/text/links.htm>) links to a wide variety of preservation websites with preservation information useful to archivists and archives, among others.

### **About Preservation Week**

Memories and treasures should last a lifetime and be passed on to future generations. President Obama once wrote, "Part of America's genius has always been its ability to absorb newcomers, to forge a national identity out of the disparate lot that arrived on our shores." The memories and treasures of individuals, families, and communities are essential to our record of this process—they contribute to our understanding of history and its participants just as collections in libraries, museums, and archives do.



# Why Do We Need a Preservation Week for Collections?



The 2004 Heritage Health Index survey ([www.heritagepreservation.org/HHI/summary.html](http://www.heritagepreservation.org/HHI/summary.html)) revealed the following shocking statistics. We know the current economy has severely impacted most institutions' progress in preservation. A key conclusion of the survey was that people at all levels of government and the private sector must take responsibility for the survival of these collections. An essential step is strengthening everyone's awareness of the importance and scope of preservation needs. ALA and partner organizations have responded with Preservation Week.

## SHOCKING NUMBERS

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The 14,500 institutions surveyed represented a population of 30,827 libraries, archives, and museums. About 450 of the nation's 500 largest institutions (e.g., the Library of Congress) reported. Others included very small through very large institutions.

US cultural heritage institutions hold at least 4.8 billion items. Libraries hold 63% of these—more than 3 billion items of all kinds, including digital items.

**An estimated 1.3 billion items are at risk**—in need of treatment to be stable enough for use, or in need of improved enclosures or environment to reduce the risk and rate of damage. 190 million artifacts need conservation treatment to address damage.

80% of U.S. libraries, museums, and archives have no paid staff for collections care; 22% have no staff at all for this important function. 71% of institutions say they need additional training and expertise to care for their collections—11% report urgent need.

Approximately 80% have no plan for, or staff trained to respond to collections emergencies of any kind.

40% of surveyed institutions have no funds allocated for preservation; only 13% have access to permanent (e.g. endowment) funds for preservation. 68% allocated less than \$3,000 for preservation in the previous budget year.

Only 2% of total budgets of US collecting institutions was spent on preservation of any kind in the previous budget year.

Across almost every type of collection, the condition of approximately 30% is unknown to its institution due to lack of resources for assessment.

Among collections whose condition is known, 78% of unbound items, 28% of historic objects, and 20% of digital and online files were at risk in 2004.

**In 2005 a small pilot survey to assess the needs of digital materials was carried out**

(<http://www.nedcc.org/resources/digital/downloads/surveyexploarticletc.pdf>). The volume of electronic collections was not estimated, but:

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- 92% of respondents created digital assets from physical source materials—significant amounts from on paper items, books, audio and video recordings, microfilm, and objects. Nearly 40% said the majority of items in their digital collections are unique, single-copy items. 88% were acquiring digital assets.
- Of these, 71% had no written plans or procedures for creating and preserving digital resources. 60% had no specific staff person responsible for digital preservation activities. 30% of surveyed institutions allocate no funds to digital preservation. Future funds for this purpose were projected to come from regular budget or grants.

## HOW DO YOUR COLLECTIONS' PRESERVATION NEEDS FIT THIS ASSESSMENT?

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This document was developed courtesy of the Library of Congress ([www.loc.gov/preserv/](http://www.loc.gov/preserv/)) and the Institute of Museum and Library Services ([www.ims.gov/collections/index.htm](http://www.ims.gov/collections/index.htm)). It may be reproduced without limitation.

### ABOUT PRESERVATION WEEK

Memories and treasures should last a lifetime and be passed on to future generations. Sponsored by the ALA's Association of Library Collections and Services and partner organizations, Preservation Week inspires actions to preserve personal, family, and community collections in addition to library, museum, and archive collections. It also raises awareness of the role libraries and other cultural institutions play in providing ongoing preservation education and information. *Note:* revised April 2015.



# Top 10 Reasons to Preserve Collections



10. Preserving the libraries' collections is cost-effective. With the average costs for purchasing, cataloging and processing items rising all the time, prolonging the usefulness and value of library items is vital.

9. Every institution preserves its most valuable collections, which can be very valuable holdings.
8. Preservation enables the library to buy more new materials by cutting replacement costs of old materials.
7. By preserving the unique and original materials in a library's special collections, we guarantee the safekeeping and continuation of our cultural heritage.
6. Preservation promotes green culture by allowing each item to be used and to remain in circulation for as long as it's needed—thus extending its life and eliminating the need for replacement
5. Preserving current and future library collections increases the visibility of the larger institution or municipality and helps attract quality students, faculty, and staff.
4. When books go out of print quickly and replacement is difficult or impossible, the preservation of library collections increases the depth of the collection and improves access to a vast array of subjects.
3. Preserving library collections protects and chronicles the past, communicates the present, and helps shape the future.
2. Preserving print collections is important—especially in the digital age. Materials that are not online will eventually deteriorate without preventative measures; moreover, digitization does not preserve the artifact value of original items.
1. Preserving library collections promotes democracy! Well-kept collections are available to all current and future users at no cost—keeping people informed and leveling the knowledge-resources playing field for all.

*Content courtesy of Lene Palmer, Preservation Librarian, Fenwick Library, George Mason University, Fairfax, VA 22030; (703) 993-2667; lenep@gmu.edu*

## ABOUT PRESERVATION WEEK

Memories and treasures should last a lifetime and be passed on to future generations. Preservation Week is a time to inspire actions to preserve personal, family, and community collections, in addition to library, museum and archive collections.

It also raises awareness of the role libraries and other cultural institutions can play in providing ongoing preservation information. Institutions are asked to do one thing in their communities to celebrate Preservation Week, even if the action or activity is small.

Preservation Week is an initiative of the Association for Library Collections and Technical Services (ALCTS), a division of the American Library Association (ALA) and other founding collaborators.







# FACT SHEET

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cmcconnell@ala.org

## PRESERVATION WEEK

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During Preservation Week, April 26 – May 2, 2015, the Association for Library Collections & Technology Services (ALCTS), a division of the American Library Association (ALA), encourages libraries and other institutions to use Preservation Week to connect communities through events, activities, and resources that highlight what we can do, individually and together, to preserve our personal and shared collections.

### WHY IS PRESERVATION IMPORTANT?

In 2005 the first comprehensive national survey of the condition and preservation needs of the nation's collections reported that U.S. institutions hold more than 4.8 billion items. Libraries alone hold 3 billion items (63 percent of the whole). A treasure trove of uncounted additional items is held by individuals, families, and communities.

Some 630 million items in collecting institutions require immediate attention and care. Eighty percent of these institutions have no paid staff assigned responsibility for collections care; 22 percent have no collections care personnel at all. Some 2.6 billion items are not protected by an emergency plan. As natural disasters of recent years have taught us, these resources are in jeopardy should a disaster strike. Personal, family, and community collections are equally at risk.

### KEY ENVIRONMENTAL FACTORS THAT PLACE COLLECTIONS AT RISK:

- **Light:** Ultraviolet rays from natural and artificial sources can cause fading and disintegration.
  - **Pollutants:** Dust is abrasive and can accelerate harmful chemical reactions.
  - **Heat:** High temperatures can accelerate deterioration.
  - **Moisture:** High humidity promotes mold growth, corrosion, and degradation, while excessive dryness can cause drying and cracking. Fluctuations between extremes can cause warping, buckling, and flaking.
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## KEY ITEMS THAT SHOULD BE PRESERVED

Historical materials that are unpublished and one-of-a-kind, such as:

- architectural drawings
- artifacts
- audio and video recordings
- diaries
- genealogical information
- letters
- maps
- memoirs/reminiscences
- minutes/reports
- photo albums and photographs
- printed materials
- professional and business papers
- speeches/lectures

*\*Source: Utah State History website:*

[http://history.utah.gov/experience\\_history/preserve\\_history/documents\\_photos.html](http://history.utah.gov/experience_history/preserve_history/documents_photos.html)

## PRESERVATION FAST FACTS

- More than 4.8 billion artifacts are held in public trust by more than 30,000 archives, historical societies, libraries, museums, scientific research collections, and archaeological repositories in the United States. 1.3 billion of these items are at risk of being lost.
- Roughly 70% of institutions need additional conservation or preservation training for their staff and volunteers.
- A majority of collecting institutions, more than 80%, do not have a disaster plan in place that can be executed by trained staff.
- Nearly a quarter of all the 21 million paintings, sculptures, and works of decorative art in U.S. collections need conservation treatment or improved care and conditions.
- More than 50% of collecting institutions have had their collections damaged by light.
- More than 65% of collecting institutions report damage to their collections due to improper storage.

*\*Source: "A Public Trust at Risk: The Heritage Health Index Report on the State of America's Collections," Library of Congress, [www.loc.gov/preserv/tops/laise/index.html](http://www.loc.gov/preserv/tops/laise/index.html)*

For additional information regarding Preservation Week, please visit [www.ala.org/preservationweek](http://www.ala.org/preservationweek).

## ASSOCIATION FOR LIBRARY COLLECTIONS & TECHNOLOGY SERVICES (ALCTS)

ALCTS enjoys a rich, fifty-year history of service to its members and continues to improve the products and services it offers its members. With strategic and tactical plans firmly in place, ALCTS has a solid foundation from which to expand its influence.

Comprised of nearly 4,000 members from across the United States and 42 countries from around the globe, ALCTS is the premier resource for information specialists in collection development, preservation, and technical services. We are the leader in the development of principles, standards, and best practices for creating, collecting, organizing, delivering, and preserving information resources in all forms.

For more information on ALCTS and its work please visit [www.ala.org/alcts](http://www.ala.org/alcts).

# Short Messages to Share



## ELEVATOR SPEECH

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Memories and treasures should last a lifetime and be passed on to future generations. Preservation Week is designed to highlight this need. Sponsored by the ALA's Association of Library Collections and Services and partner organizations, Preservation Week will inspire actions to preserve personal, family and community collections of all kinds, as well as library, museum and archive collections. It will raise awareness of the role libraries and other cultural institutions can play in providing ongoing preservation information. Local libraries, museums, and archives are asked to do one thing in their communities to celebrate Preservation Week, even if the action or activity is small. For more information, visit [www.ala.org/preservationweek](http://www.ala.org/preservationweek).

## 250-WORD DESCRIPTION

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President Obama once wrote, "Part of America's genius has always been its ability to absorb newcomers, to forge a national identity out of the disparate lot that arrived on our shores." The memories and treasures of individuals, families, and communities are essential to the record of this process—they contribute to our understanding of history and its participants just as collections in libraries, museums, and archives do. Preservation Week, "Pass It On!" is the time when local institutions across the country celebrate with preservation-themed events in their own communities.

Sponsored by the American Library Association, Preservation Week highlights collections of all kinds and is a link to simple steps to help you make sure your treasures and memories last a lifetime, by getting passed on to future generations.



# Easy, Low-Cost Ideas to Celebrate

We ask every institutions to do one thing in their community to celebrate Preservation Week, even if the action or activity is small. Each of the items in this list is expanded upon later in this document.



- Do just one thing—it doesn't need to be big.
- Invite a speaker to talk about a preservation topic.
- Show book repair or conservation treatment in public for a day.
- Invite a local collector's or community organization to create a small temporary exhibit of materials they want to preserve, showing how to store them.
- Provide handouts with preservation tips and information.
- Host a story hour or family workshop highlighting preservation.
- Create a small temporary exhibit with conserved items from your collections.
- Invite users or visitors to share a personal story about a memento or collectible that has had significance in their lives.
- Host a film screening or a book group to discuss a title with preservation themes.

## DO JUST ONE THING—IT DOESN'T NEED TO BE BIG

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Put a Preservation Week banner on your home page celebrating collectors and collections. Individual, family, and community collections, and library, archive, and museum collections all contribute to our cultural heritage.

## INVITE A SPEAKER TO TALK ABOUT A PRESERVATION TOPIC

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Select a topic that will interest one or more of your communities (preserving family documents and photos; preserving personal digital files; care and handling of costumes, textiles, and linens...). Contact your state library (or archive or historical society) for a preservation speaker or suggestion, ask your regional conservation center for a speaker or see the Preservation Week Speakers Bureau in March. Create a "save the date" to schedule.

## SHOW BOOK REPAIR OR CONSERVATION TREATMENT AT A PUBLIC TABLE FOR A DAY

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An excellent idea if there is a suitable task, project, and person. If your institution has a repair technician, or if you are having an item treated by someone geographically close consider this possibility. A near-by university library or larger museum might also be willing to make a conservator available for this purpose.

## INVITE A LOCAL COLLECTOR OR COMMUNITY ORGANIZATION IN TO EXHIBIT

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Have them create a small temporary exhibit of collectibles they'd like to preserve, along with examples of good preservation storage ideas in a space or display cabinet you make available. Display preservation and conservation information resources, and provide a preservation information sheet as an exhibit handout.

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## PROVIDE HANDOUTS

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Place handouts with preservation tips and information at your reference, check-out, or visitor information area.

## HOST A STORY HOUR OR FAMILY WORKSHOP

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Highlight preservation, and include simple tips on caring for books (return them to the library on time, handle gently with clean hands, etc.). Preservation Week Web site resources include a list of preservation titles for young readers.

## CREATE A SMALL TEMPORARY EXHIBIT

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Use items from your collection that have been conserved, with before and after photographs (if you have them), and damaged items that still need conservation.

## INVITE USERS OR VISITORS TO SHARE A PERSONAL STORY

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Request stories about a memento or collectible that has been significant to visitors. If a special webpage isn't practical, print copies of these stories and share them in a prominently displayed notebook, or mount them on a wall for others to read (and share the story at [www.ala.org/preservationweek!](http://www.ala.org/preservationweek!)).

## HOST A FILM SCREENING OR A BOOK GROUP

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Discuss a title with preservation themes. Lists of these titles are available online.

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# Program Ideas

For Preservation Week and throughout the Year

We ask all institutions to do one thing in their community to celebrate Preservation Week, even if the action or activity is small. Good programming takes time but not necessarily lots of money.



## PRESERVING FAMILY TREASURES—DISCUSSION AND ADVICE FROM LOCAL EXPERTS

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- Two-hour program, best if samples available.
- Invite participants to bring one interesting item in to share; can be almost any type from general to a specific type of object (document, textile, glass, book, etc.), depending on type of host institution and expertise of locals. If you don't include a qualified appraiser, make clear in your advertising that no appraisals will be given.
- Invite local collectors to talk about caring for their own collections in conjunction with a preservation specialist—encourages others to collect and preserve.
- Invite local institutions to talk about how they care for their collections—strengthen community relations.
- Some state field service offices offer free speakers—check with your state historical society or state library or museum. (If you don't know any local experts, check the Preservation Week Speakers Bureau.)

## DIGITIZING FAMILY PHOTOGRAPHS AND PAPERS

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- Combine a talk and a workshop. Make the talk free and open to public, workshop (fee if needed) for a smaller audience.
- A historical society or the local history room of a library can sponsor and request copies of materials from people about local history —everyone benefits (see Memories Road Show below).

## DIGITAL ARCHIVING AND METADATA FOR THE HOME PHOTOGRAPHER

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- Offer a program about how to create naming conventions, folder structures, and add metadata to family photographs.

## DISPLAYING FAMILY TREASURES

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- Offer a program about framing, matting, light, creation of copies, etc. to safely share family treasures without destroying them. A qualified local framer with preservation experience might be available.

## SHARING FAMILY FOOD HERITAGE

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- Offer a program to copy and share grandmother's cookbook, family recipe cards, or other recipes, provide tips on how to preserve them for the future.
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- Offer a program to share ideas for handing down traditions as well as sharing food (bring a dish to pass) with the local community. Be sure to check local regulations on food service.
- Offer a program to share local ethnic traditions with those not in the ethnic community. Partnering with an ethnic social or other organization is a great strategy.

## MEMORIES ROAD SHOW

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- Invite participants to bring two or three photos that represent themselves, their family, or the town (old, new, formal, candid) Scan photos at the event, return originals to participant, video-record participant talking for 3 or 4 min about photos, archive copied images and video in local historical society or at state level. Another good opportunity for partnership. See [Massachusetts Memories Road Show website](#).

## DOCUMENT DOCTOR

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- Similar to an antiques road show with identification of materials and preservation advice. No appraisals, strictly for family photos, papers, ephemera.
- Do in conjunction with a road show program if allowed (this may be an existing fundraising activity for another institution—another partnering opportunity) or a general preservation talk.

## SCRAPBOOKING FOR POSTERITY

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- Offer a program to explore what materials are safe and “archival”; what should be saved and how it should it be labeled or documented; provide sound, preservation methods including what should NOT be put in a scrapbook, but stored another way.

## ORGANIZING FAMILY COLLECTIONS

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- Invite staff or a local archivist to talk about archival arrangement and safe storage materials.
- Combine this with a digitization program for local history photographs or documents in private hands to add identified digital photos to your collection. Ask participants if they can identify your mystery photos.

## HOME MOVIE DAY

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- Invite community members to share—make sure to have a knowledgeable operator to play film on a well-functioning projector!
- Give an introductory address on preservation of film, reformatting, and preservation of digital video. See [www.homemovieday.com/](http://www.homemovieday.com/).

## FAMILY TEXTILES CARE: QUILTS, WEDDING DRESSES, AND OTHER FAMILY LINENS

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- Sponsor a program in conjunction with quilt or bridal shows or in spring when quilts and dresses are most likely to be packed away
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## DISASTER RECOVERY ADVICE FOR FAMILY PAPERS

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- Offer a program on-site or at county or state fair.
- Demonstrate recovery and drying techniques for people to see, touch, rinse, dry, and ask about. Show a range of materials and degrees of wetness, as well as a variety of drying processes. A state or regional conservation association (<http://cool.conservation-us.org/wcg/other.php>; many states have conservation associations) or center ([www.rap-arcc.org/](http://www.rap-arcc.org/)) may be able to provide experts. See [University of Iowa Collections Coalition](#).

## COMMUNITY PROJECT

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- Building storage or housing collections? Organize a local volunteer effort with the help of a conservator or experienced collections manager and good supervision. Remember to check liability and insurance requirements.
- Develop a school or community history project to collect and preserve materials relating to changes over time. Present results of the project to the community in a program.

## WHO DO YOU THINK YOU ARE?

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- Tie in with the new television series or a local genealogy group to bring genealogy to the average person—tie in preserving family documents with this program.

## A DAY IN THE LIFE

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- Develop a program on a day in the life of your institution focused on preservation and providing preservation information. Gear toward high school students, college students, or the general public. Highlight roles of positions, for instance registrar, curator, archivist, conservator, reference librarian, and library director.

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# Partner to Celebrate Preservation Week



## WHY PARTNER TO CELEBRATE PRESERVATION WEEK?

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- strengthen community
- reach new audiences—increase participation
- inspire others

## POTENTIAL PARTNERS

- libraries
- museums and historical societies
- university, business, or other archives
- K–12 schools or classrooms
- graduate library or museum studies programs
- local businesses
- collector’s groups
- community organizations

## TIPS FOR SUCCESSFUL PARTNERSHIPS

- Don’t begin by asking for money.
- Start small; build relationships over time.
- Develop a clear goal for this partnership—what will it achieve? What does each party bring to the table?
- Meet face to face with partner decision makers to present your vision.
- Use bullet points, simple language, and no more than 10 points to describe your vision and purpose.
- Draw up a written agreement that details responsibilities and resolves questions—it may take a several meetings.
- Meet regularly to discuss progress and perceptions with partners.
- Keep all stakeholders informed (use e-mail, meetings, or another strategy).
- Plan internally about next steps for the relationship.
- No partnership is forever—plan for separation in advance.
- Thank your partner—in writing, in meetings, in public, and often!

## ABOUT PRESERVATION WEEK

Memories and treasures should last a lifetime and be passed on to future generations. Preservation Week raises awareness of the role libraries and other cultural institutions can play in providing ongoing preservation information. Institutions are asked to do one thing in their communities to celebrate Preservation Week, even if the action or activity is small. For more information, visit [www.ala.org/preservationweek](http://www.ala.org/preservationweek). *Note:* These tips on partnering with other groups is adapted from Patrick Moriarty, “Top 10 Tips for Successful Community Partnerships,” [Ourcommunity.com.au](http://Ourcommunity.com.au), [www.libraries.vic.gov.au/downloads/Seminar\\_Presentations/top\\_ten\\_partnership\\_tips\\_patrick\\_moriarty.pdf](http://www.libraries.vic.gov.au/downloads/Seminar_Presentations/top_ten_partnership_tips_patrick_moriarty.pdf)

# Event Checklist Worksheet

The goal of Preservation Week is inspiring action to preserve personal, family, community, and library, museum, and archive collections and to raise awareness of the role libraries and other cultural institutions can play in providing preservation information. All institutions are encouraged to do at least one thing, even if it is small, to celebrate Preservation Week.



Activity	Status	Completion Date	Person Responsible	Notes



# Ten Tips for Writing Press Releases



Preservation Week inspires action to preserve personal, family, community, and library, museum, and archive collections and raises awareness of the role libraries and other cultural organizations can play in providing preservation information. We urge you to do at least one thing, even if it's small, to celebrate Preservation Week.

One good way to get the word out about your Preservation Week event or activity is to send a press release to stakeholders and others in your community who you want to know about it. If you don't already have a list, here are some recipients to consider for your press release: media (newspaper, radio, cable TV); elected and appointed officials who make decisions that affect you; your Board or advisory group; your friends organization; local schools and teachers, especially through their media center/library specialists; past donors; social, history, and collectors' organizations, and others you'd like to participate in your program; partners and potential partners; museums and archives in your community; and anyone else who can help publicize your program and your organization! Here are the essential tips:

1. Make sure the information is newsworthy.
2. Tell the audience that the information is intended for them and why they should continue to read it.
3. Start with a brief description of the news, then say who announced it (not the other way around).
4. Ask yourself, "How are people going to relate to this and will they be able to connect?" Use the answers to build your press release.
5. Make sure the first ten words of your release are effective—they are the most important.
6. Use plain language. Avoid excessive use of adjectives and fancy words.
7. Focus on the facts.
8. Provide as much contact information as possible: Individual to contact, address, phone, fax, email, website address.
9. Make sure you wait until you have something with enough substance to issue a release.
10. Make it as easy as possible for media representatives to do their jobs.

## ABOUT PRESERVATION WEEK

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It also raises awareness of the role libraries and other cultural institutions can play in providing ongoing preservation information. Institutions are asked to do one thing in their communities to celebrate Preservation Week, even if the action or activity is small.

Preservation Week is an initiative of the Association for Library Collections and Technical Services (ALCTS), a division of the American Library Association (ALA) and other founding collaborators. *Note:* this text is adapted from [www.press-release-writing.com/10-essential-tips-for-writing-press-releases/](http://www.press-release-writing.com/10-essential-tips-for-writing-press-releases/)

# NEWS

For Immediate Release  
[Insert Date Here]

Contact: [Contact Name Here]  
[Title Here]  
[Phone Number Here]  
[Email Address Here]

## [LIBRARY NAME HERE] OFFERS ADVICE ON HOW TO PRESERVE FAMILY TREASURES DURING PRESERVATION WEEK, APRIL 26 – MAY 2

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[YOUR CITY, STATE] – As spring cleaning is underway, many in our community will be left to contemplate how to preserve new-found treasures. From April 26 – May 2, hundreds will turn to [Library Name Here] to celebrate Preservation Week, a time when libraries across the country will provide information and expertise on how to preserve collectibles, dolls, textiles, digital photos, family records and much more.

The theme of Preservation Week is “Pass it on,” and the [Library Name Here] will offer a series of special programs and services that include [Provide Brief Program Information Here].

“[Director or Event Coordinator Quote Here]”

Preservation Week is sponsored by the Association for Library Collections and Technical Services, a division of the American Library Association.

For more information regarding [Library Name Here] Preservation Week events please contact [Contact Name Here] at [Contact Phone Number Here], or visit [Event Webpage URL Here].

[Library Boilerplate Here]

-30-

[Remove this section prior to sending]

## TIPS FOR CREATING A PRESS RELEASE

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- Address who, what, where, when, why and how in the first paragraph.
  - Email and fax your release 10-14 days in advance of event date to local press members.
  - Remember to include library contact information (contact name, title, department, telephone number).
  - Keep release length to less than 2 pages.
-

# PSAs

For Immediate Release  
[Insert Date Here]

Contact: [Contact Name Here]  
[Title Here]  
[Phone Number Here]  
[Email Address Here]

## PRESERVATION WEEK PSA SCRIPTS AVAILABLE

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[Insert Your City, State] - As spring cleaning is underway, many in our community will be left to contemplate how to preserve new-found treasures. From April 26 – May 2, [Insert Library Name] will celebrate Preservation Week, a time when libraries across the country will provide information and expertise on how to preserve collectibles, dolls, textiles, digital photos, family records and much more.

### **TRT:10**

Psst... pass it on.. Preservation Week is April 26 – May 2. Contact [Insert Library Name] for more information.

### **TRT:15**

Preservation Week is April 26 – May 2, and your library is offering free workshops on how to preserve collectibles, heirlooms and more. Contact the [Insert Library Name] for more information.

### **TRT:20**

Struggling with what to do with family photos, heirlooms or collectibles? Visit the [Insert Library Name] during Preservation Week, April 26 – May 2, and learn how to make memories last for a lifetime. Contact the [Insert Library Name] for more information.

### **TRT:30**

Psst...pass it on...the [Library Name] is celebrating Preservation Week, April 26 – May 2. Come join us as our expert staff demonstrates how you can preserve family heirlooms, digital photos, collectibles and more. All programs are free, so come and join as we teach patrons how to make memories last a lifetime. For more information please contact the [Insert Library Name].

Preservation Week is sponsored by the Association for Library Collections and Technical Services, a division of the American Library Association.

For more information regarding [Insert Library Name] Preservation Week activities please visit [Insert Library Event Web address].

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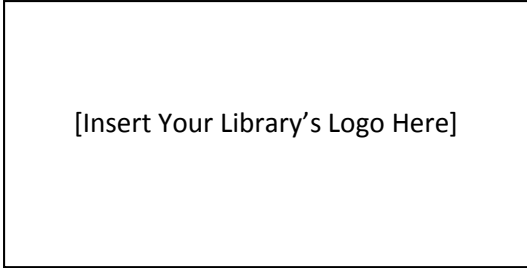
[Remove this section prior to sending]

## PSA WORD COUNT KEY

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10-second	20–25 words
15-second:	30–35 words
20-second:	40–50 words
30-second:	60–75 words

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Dear editor,

The memories and treasures of individuals, families, and communities are essential to our understanding of history and its participants.

During Preservation Week, themed "Pass it on," April 26 – May 2, the [Insert the Name of Library] will join hundreds of libraries from across the country and provide information and expertise on how to preserve collectables, photos, family records and other valuable materials.

No longer just a place for books, the [Insert the Name of Library] is also are an excellent resource for high-quality information and expertise on preservation. [Insert brief information about the library's Preservation Week programs here].

We invite you to join us to participate in our efforts to preserve our community's rich history.

Sincerely

[Insert name, title, daytime phone number]





[Insert Event Title Here]

[Insert Event Date and Time Here]

[Insert Event Location Here]

Join the [Insert Name of the Library Here], as thousands of libraries throughout the country host special events in celebration of Preservation Week, April 26 – May 2.

[Insert information about the program here]

For more information please contact [Insert name, phone, e-mail address of event contact here]

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# Evaluate Your Preservation Week Event

## Share Your Success

Regardless of the size of your Preservation Week event, you can choose a simple, quick way to collect information to a few questions. Asking a few questions can make the difference between interesting the media, showing your success in a concrete way, and answering questions about the value of a program or other activity. The questions can provide you with concrete things to share about your organization’s programs or other activities. Of course you’ll know some kinds of information you want, but you may find other valuable information just by reading your users’ comments on a quick “Tell Us What You Thought of Our Program” form. Believe it or not, this is evaluation doesn’t have to be extensive or time-consuming.

Below are some standard items of information you may find useful for telling people about your program after it’s held. It’s all available from records most organizations usually make (e.g. sign in, registration, gate count, seats filled or unfilled, etc.; where any funding came from; partners...) combined with a few questions to your users or visitors. Here’s one example.

## SAMPLE SHORT QUESTIONNAIRE

**THANK YOU** for attending “Session Title: ABC Event.” Please fill out this form before you leave the event. Your feedback is very important to us and helps us plan appropriate, effective programs here at “your institution.”

1. List three tips from this session that you might use:
  - 1)
  - 2)
  - 3)
2. What did you like best about this program?

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3. How would you improve this program?

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Thank you so much for your feedback. We hope to see you at another program soon!





# WHAT DID YOU LEARN?

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## TALLYING THE RESULTS

The most-time consuming part might be creating a paper table with columns for tick marks for things you want to count, or a computer spreadsheet to record the same information and add it up for you. It's worth the time to help you tell a compelling program story.

## REPORTING

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Use this list to determine things you might want to include in your report, and easy ways to get that information.

### HOW MANY PEOPLE PARTICIPATED?

**Useful because:** Shows how much the program interested your community; shows who in the community was most interested (or was available) when you held the program or event.

Zip codes can show how far participants traveled and may help you estimate which segments of your community participated. They might tell you if a new segment participated, which can be useful for comparing participation to that for previous programs.

**Information sources:** As appropriate for the program and your normal procedures, use:

- sign-in sheets (ask for age and zip code, not names)
- gate count
- registrations
- count of seats filled or unfilled

### WHO WERE YOUR PARTNERS? WHAT DID THEY PROVIDE? WAS THIS YOUR FIRST PARTNERSHIP TOGETHER?

**Useful because:** Shows who your organization is connected to; shows possible future partners; shows the value of the partnership (funds, assistance, audience reach, venue, etc.); shows whether this would be a good future partner for a similar or different program.

**Information sources:** Personal knowledge of staff; records of the partnership, or partnership agreement

### HOW DID YOU PUBLICIZE THE PROGRAM?

**Useful because:** Shows who probably saw your poster, web calendar, or other "advertisement." Combined with how many participated, who participated, and when and where you offered the program, this can show if your strategy was probably successful, or might be improved.

**Information sources:** Personal knowledge of staff combined with your brief questionnaire. If you really want to know what worked, add the question: How did you hear about this program?

### HOW DID PARTICIPANTS LIKE THE PROGRAM?

**Useful because:** Shows the most enjoyable or useful parts of the program, which can help you make future programs stronger and more enjoyable.

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**Information sources:** In the survey responses, look for patterns and especially interesting answers—there will always be some of both. You can usually ignore answers like “the food” unless that was an important draw.

### WHAT WERE PARTICIPANT SUGGESTIONS FOR IMPROVEMENT?

**Useful because:** can give you practical ideas to make a future program stronger and more enjoyable.

**Information sources:** In the survey responses, look for patterns and especially interesting answers—there will always be some of both.

### WHAT WAS THE IMPACT OF THE PROGRAM?

**Useful because:** you’ll learn what participants learned from the program and what they will do differently or better because you offered the program and they participated.

This should be the core of your reporting, because it’s usually the most interesting information to those outside your organization.

**Information sources:** Survey responses.

### DID NEW USERS PARTICIPATE?

**Useful if** one of your goals was to attract new users (e.g., by age, community segment), you’ll want to know if you did.

**Information sources:** Add a survey question, like, “Was this your first visit to a program offered by our organization?” Or, “How often do you usually come to our organization?” (circle: never, weekly, monthly, annually, every few years)

Note that events, programs, and other kinds of activities differ, and different questions might be useful to answer and report. We used *program*, but it can stand for any special service, or any routine service adapted for Preservation Week or another theme.

When you've completed your report, [send a copy to the Preservation Week Working Group via our online form](#). We will add it to the ["Share Your Story"](#) section of the website.

### ABOUT PRESERVATION WEEK

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