

*The independent nonprofit that saves, preserves, and shares New Hampshire history.*

## **NEWS FROM THE NEW HAMPSHIRE HISTORICAL SOCIETY**

### **FOR IMMEDIATE RELEASE**

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## **Local History NH! to Celebrate Granite State Communities**

CONCORD, NH--The New Hampshire Historical Society and the Association of Historical Societies of New Hampshire offer a one-day event, designed specifically to support the state's local historical societies. The day is structured around four informative sessions--each an hour and 15 minutes long--during which speakers share their expertise and experience and then take audience questions. It's a great opportunity to meet peers and share ideas with colleagues from historical societies around the state.

Session 1 is titled "**The Power of Collaborations.**" Working with other historical societies and historical organizations to plan events or develop programs can help locals do much more than they could alone. For example, a group of local historical societies has put together a full year of programming to commemorate the anniversary of World War I. Hear about this successful collaboration and others like it in the Granite State between local historical societies, schools, and museums to see how you can make the most of your organization's resources. The speakers are Bekki Coppola from Strawberry Banke Museum, Rebecca Courser from Warner Historical Society, and Jennifer Carroll from the Historical Society of Cheshire County.

The second session is "**Collections FAQ.**" Questions from local historical societies about how to care for, preserve, and store various collection items are among the most common received by the staff at the New Hampshire Historical Society. This session will cover some of the most frequently asked questions about collections to help locals fulfill one of their most important responsibilities--caring for the objects of their town's heritage. This session is led by Wesley G. Balla, Director of Collections and Exhibitions, New Hampshire Historical Society.

"**Expanding Audiences through Social Media**" is the topic of the third session. Free and accessible to anyone with an internet connection, social media is the new standard for communication and advertising. With fewer people reading the local newspaper, social media is often the only way to get the word out about your organization's events, programs, and accomplishments. An active social media presence can also boost your membership and volunteer base. But for those of us who are not as tech savvy as we'd like to be, figuring out how to use social media can be daunting. This session will cover the basics of such platforms as Facebook, Instagram, SnapChat, and Twitter, and describe how to make social media

campaigns manageable for your organization. It will also exhibit the hottest form of communication right now--explainer videos. The presenters are Kirsten Hildonen from the New Hampshire Historical Society and Michael Gillis, maker of the "Made in Dover" explainer videos.

And finally, a must for any nonprofit organization, the fourth session is "**Fundraising Basics.**" All nonprofits struggle to raise money these days, and sustaining a successful fundraising campaign can be overwhelming. In this session, learn about strategies for maintaining a business partnership program so you can get support from your local community. Also hear about capital campaigns, which can be a successful way to raise critical funds for restoring historic structures or mounting a large-scale project. This session will be led by Patty McGoldrick from New London Historical Society and Tim Lord from Hancock Historical Society.

Space is limited, and registration is required before the November 1 deadline. The cost for this workshop is \$50 for members of the New Hampshire Historical Society or the Association of Historical Societies of New Hampshire and \$75 for nonmembers. Lunch options are available. Register online through [Eventbrite](#); mail the [registration form](#) with payment; or call the New Hampshire Historical Society's Member and Visitor Services Coordinator Wendy Olcott at 603-856-0621 to register by phone and pay with a credit card.

Founded in 1823 the New Hampshire Historical Society is an independent, nonprofit organization dedicated to saving, preserving, and sharing New Hampshire history. Nowhere will you find a more extensive collection of objects and archives related to New Hampshire's history. The Society shares these vast collections through its research library, museum, website, publications, exhibitions, and youth and adult educational programs. The Society is not a state-funded agency. All of its programs and services are made possible by membership dues and contributions. For more information about the Society and the benefits of membership, visit [nhhistory.org](http://nhhistory.org) or call 603-228-6688.