

This is your packet of information on GREAT AMERICAN TREASURES

Please click on each of the links within the Great American Treasures section to learn about GAT.

The video Presentations are lengthy but so important to watch to get the fullest information about GAT. In particular the full video on Marketing.

It is important for each board member to be fully informed about GAT prior to the March meeting.

Please forward any question to Liz Fleming before our March meeting. She will collect and collate them for National President, Katherine Cammack who will be joining us via Zoom to answer questions.

CONTINUE SCROLLING DOWN



Great American Treasures

Research Materials for March 2022 NSCDA-VA/WHM Board meeting

Great American Treasures (GAT):

- Website = greatamericantraders.org
Please visit this site and read how the program and individual properties are written about
- Facebook page = Great American Traders
Instagram = #greatamericantraders
Twitter = Great American Traders @GATHistory
Please join/follow these pages early and read the different postings

From our National NSVDA Website: click on the following:

- NSCDA.org
Member log-in User Name = history PW = future
Project Committees
Museum Alliance

Resources & Information

NSCDA Museum Alliance

Great American Treasures: From Strategy to Reality (from the 2019 National Board Meeting, Oct 19, 2019)

- [Presentation Part 1](#) video
- [Presentation Part 2](#) video

Great American Treasures Branding Presentation (May 21, 2018)

- [Full Presentation Video \(YouTube\)](#)
- Section 1: [Strategy, Challenges & Brand Basics \(PDF\)](#)
- Section 2: [Marketing Plan - Messaging for Dames & Donors \(PDF\)](#)
- Section 3: [Organizing for Success & Member Benefits \(PDF\)](#)
- Section 4: [GATHistory.org & Social Media \(PDF\)](#)
- Section 5: [Messaging for Public & Conclusion \(PDF\)](#)

[Great American Treasure, NSCDA Museum Alliance Update](#) (Denver 2017) [NSCDA Museum Alliance Chronology](#)

This next section contains the Chronology with edits to reflect the Virginia Society's interactions with the museum alliance, which ultimately became GAT



CHRONOLOGY

NSCDA Museum Alliance

2014 NSCDA Strategic Plan approved at Biennial Council called for a
“Consortium of Historic House Museums.”

October 2014: Laura Towers President

- The Museum Consortium Special Committee was officially organized with the approval of the 2014 NSCDA Strategic Plan immediately after the 2014 Biennial Council
 - Sally Connelly, (OH), Region II Vice-Chair, National Museum Properties Committee, was appointed chair 10/14
 - Dames with expertise in museum properties, historic preservation, and strategic planning were recruited to the committee (10/14 - Dec) from all four regions and the National Properties to assure broad-based support; purposely, over 80 percent of recruited members were current or former Corporate Society Presidents
 - National Headquarters Role - Dumbarton House (NHQ) staff served in the consultant/facilitator role on the committee from its inception
 - ***note, this is a very different idea than what GAT is now***

October - Nov 2015:

The Museum Consortium Special Committee was formed. Serving on this committee were: Alice Witcher, Chair, National Museum Properties Committee; Anna Duff, National Vice-President, National Headquarters - Dumbarton House; Region I: Nancy McAtee (CA); Dr. Jean Gray McGinnis (CO); Hilary Gripekoven (OR), former National President representing Gunston Hall; Region II: Mary Glerum (IL), Karen Buckley (OH), National Chair of Codification Committee; Region III: Betsy King (NC), Julia Gatlin (FL), Frances Henderson Ford (SC), Faculty of Graduate Program in Historic Preservation Clemson University/College of Charleston; Vicky Bradshaw (TX) representing Sulgrave Manor; Region IV: Anne Burnett (PA), Chair of National Nominating Committee; Rebecca Alford (NY); and advisors, Ellen Holt and Cynthia Cole, Communications and Marketing Committee; Jean Granger (NY), Chair of Colonial America Initiative; and in the capacity of advisors and facilitators, Karen Daly and Keri Donohoo, NHQ Staff

February 2015:

- The Museum Consortium Special Committee convened via conference call for the first time on February 5th, 2015
 - Goal of Committee: To make recommendations to the National Board on forming a Consortium of Historic House Museums sponsored by the NSCDA to “fully engage a larger and more diverse audience and embodies all aspects of the NSCDA mission to promote Historic Preservation” (as outlined in the 2014 NSCDA strategic plan which recommended the formation of this Ad-Hoc Committee)

March 2015:

- The Museum Consortium Special Committee gathered on Kiawah Island, SC for a planning retreat from March 23-24, 2015 and the basic framework was outlined. The following statement of purpose was drafted -

“In 2012 the NSCDA Strategic Planning Committee looked towards the future and considered the idea of a National Museum Consortium that would “fully engage a larger and more diverse audience and embodies all aspects of the NSCDA mission to promote Historic Preservation”. To map this possible future we have called upon a committee composed of leaders from each of our four regions, the Museum Properties Committee, a former National President, our National Vice President of Dumbarton House, a representative from our Executive Directors Roundtable, staff of Dumbarton House, several current and past Society Presidents, current chairs of State Museum Properties, and representatives from all three of our National Properties. We are charged with looking at collaboration models and how we might promote our own mission through a dynamic national consortium. We are also looking at how we can share the critical knowledge of the staff at Dumbarton House (our headquarters) with all our museum properties; Work collaboratively on issues of governance, marketing, and fundraising; and partner effectively with other organizations both regionally and nationally. We are also considering ways to partner in states where we may not even own a museum property and how we might work more closely with our national museum houses (Dumbarton, Sulgrave, and Gunston Hall) and other museum houses of historic significance”.

Suggestions:

1. Form the Consortium around Colonial Dames preservation legacy through “Great American Treasures”
2. Tell the whole story of the NSCDA’s significant contribution to the understanding of American History in a fresh, relevant or inspiring way - The NSCDA is the steward of eighty properties that cover the length and breadth of America and contain examples of every historic period, architectural style and decorative element to be found in this country
3. Partner to organize a symposium or historic tours that we could offer on a national level

4. Collaboration with National Organizations - ASID, Girl Scouts, Museums and Historic Societies, Garden Organizations
5. Development of an APP that could incorporate/market all properties, linking them in any variety of ways
6. Feature our Collections and provide education programs and speakers to our sites
7. Create an Advisory Board of noted experts in the preservation field to the alliance
8. Create "compelling brand awareness" through integration of all levels of marketing, communications and branding to create a wholly integrated plan of action
9. In order to create compelling brand awareness, all levels of marketing, communications and branding must work together to create a wholly integrated plan of action. Integration of all components is key
10. A clear National Consortium mission and vision statement is needed, along with clear national messaging before start
11. Measurement and benchmarking of the success of efforts spent on marketing, communications and branding, would be an important step in this process.

"Rationale and Historical Framework of Museum Properties Document" written by Dr. Jean McGinnis (CO). Jean led us to look at how the museum consortium could be organized and marketed through a rework of "Great American Treasures". Divide the museums into five organizational segments: 1) THE COLONIAL CONTINENT, 2) FOREIGN INFLUENCES AND CONTRIBUTIONS; 3) HOMES FOR A NEW NATION; 4) GREEK REVIVAL EVERYWHERE; 5) WEST ACROSS THE NATION

April 2015:

- A national survey regarding a possible "NSCDA Museum Consortium" was sent to all Corporate Society Presidents, National and Corporate Society Museum Properties Committee Members and Chairs, and Museum staff; 65 museums participated and there was overwhelming positive feedback from the field to move forward. The survey was coordinated and facilitated by NHQ.

July 2015:

- The results of the survey and a framework were discussed during a July 30, 2015 Museum Consortium Special Committee conference call. At this time, a working group began to work on a framework document.
- A Mission Statement was approved in committee, and read:
An alliance of historic American properties open to the public which promotes excellence in preservation, restoration, and interpretation of house museums of the sixteenth through twentieth centuries

October 2015:

- Sally Connelly (OH), National Chair of the Museum Consortium Special Committee, gave a progress report at the National Board Meeting, October 17, 2015 and introduced the emerging "Alliance" theme

- The “Museum Consortium” goals and framework were presented to the attendees of the National Museum Properties Workshop during the Region II & IV Conference in Cincinnati, OH on October 18, 2015
- Attendees of the October 25, 2015 Directors Roundtable were presented with the idea of a Museum Consortium by Karen Daly, Executive Director, NHQ

November 2015:

- The Museum Consortium Special Committee convened via conference call on November 19, 2015 to discuss initial framework documents.
- The Committee discussed renaming the “Consortium” - “Great American Treasures - NSCDA Museum Alliance”

January 2016: Sally Connelly (OH), was appointed Chair, National Museum Properties Committee by Marcy Moody, NSCDA National President and continued as Chair of the Museum Consortium Special Committee

March - September 2016:

- A marketing agency, 93 Octane, was engaged to assist in the creation of initial logo concepts for the “Alliance”. 93 Octane began the process of creating an official logo. The staff of NHQ had the responsibility of facilitating this process with Anne Burnett (PA) taking the leading role in the management of this process
- Draft of Final Recommendations National Museum Consortium Special Committee - Final Report to National Board approved in Committee after review and circulation of the document to the corporate societies and National Board
- A Webinar of the National Museum Consortium Special Committee recommendations was presented in September before Biennial with the Corporate Presidents and Museum Property Committee Chairs and National Board invited to participate
- After internal and external review, a unanimous vote in committee recommendations was taken in September 2016

October 2016: Molly Carey President

Final Recommendations of the National Museum Consortium Special Committee, including goals, phases for implementation, and initial launch strategies, were presented during the 2016 Biennial Council and National Board Meetings. Sally Connelly (OH), Chair of the Museum Consortium Special Committee gave the *recommendations at the 2016 National Board Meeting, included the following:

1. Develop a nationally recognized NSCDA Museum Alliance
2. Adopt the mission statement of the Alliance as approved in committee on July 2015

3. Implement a Museum Consortium/Alliance strategy in phases (conservative model) to see what is the best fit overall for the organization and what works best in our model of confederation
4. Create NSCDA Museum Alliance brand/logo using “Great American Treasures - NSCDA Museum Alliance”
5. Organize through the Museum Alliance key national partnerships (Girl Scouts, AAM, Garden Societies)
6. Seek national grants to support museum properties** through the development of an “NSCDA Museum Alliance Fund”
7. Create an Advisory Board for NSCDA Museum Alliance
8. Update the “Great American Treasures Guide” to introduce the alliance branding
9. Create an expanded mobile-friendly web interface/app using the alliance branding
10. Create a Strategic Plan for the National Museum Properties Committee which supports the museum alliance strategy jointly with National Headquarters - Dumbarton House (NHQ) professional museum staff to include recommendations to the National Museum Properties Committee, National Marketing Committee, and National Board on implementation of full strategy (staffing, cost-benefit analysis, funding sources) in Phase II

The role of the Ad Hoc National Museum Consortium Special Committee concluded with the recommendations to the National Board.

Anne Burnett (PA) was appointed Chair of the NSCDA Museum Alliance Project as incoming Region IV Vice-Chair of the National Museum Properties Committee, August 23, 2016. Anne Burnett’s role was to work on implementation of Phase I if approved at Biennial in October.

A first round of logo drafts were provided by 93 Octane on October 3, 2016 for placeholders to use at Biennial Conference presentations

October 2016:

- Official name “Great American Treasures - NSCDA Museum Alliance” was adopted
- As the recommendations were approved, the focus shifted to actionable next steps for “Great American Treasures - NSCDA Museum Alliance”
- NSCDA National Board approved budget for the National Museum Properties Committee which included Phase I for Great American Treasures - NSCDA Museum Alliance.
- **NOTE** at this Biennial Vote the fundraising was to support all the properties - at this stage GAT/Alliance was working together to benefit all the societies equally

January 2017:

- A second round of logo drafts were provided by 93 Octane on January 24, 2017 and reviewed by Anne Burnett and the National Museum Properties Committee

February 2017:

- A final logo was submitted by 93 Octane, and approved as the official logo.



May 2017:

- Official logo debuted at Region I & III Conference in Denver, CO on May 6
- Sally Connelly (OH) Chair of the National Museum Properties Committee gave a presentation of the reorganization of the NMPC in preparation of the “Great American Treasures - NSCDA Museum Alliance” launch:
 - A Collections Committee was formed to promote the NSCDA Collections across the continuum of properties and chaired by Dr. Jean McGinnis (CO) and to explore grant to underwrite education and curation of collections
 - An Education Outreach Committee was formed to look at the potential of joint programming across the continuum of properties
 - The Garden and Historic Landscapes Committee gathered information across the continuum of properties on the “Gardens of the NSCDA”
 - A new Mission Statement NMPC was developed:

The National Museum Properties Committee advises Corporate Societies in museum policy. Its main function is to promote best practices in collections, preservation, landscapes and gardens, advocacy, and governance of historic sites. Through Great American Treasures, NSCDA Museum Alliance it provides a national platform for museum properties to engage with the public and collaborate with other historic houses of significance. It maintains a list of all current and past museum projects of the Corporate Societies. It encourages an interest in historic preservation among our members.
- Anne Burnett (PA) Chair of the NSCDA Museum Alliance Project/National Museum Properties Committee gave a presentation on the **Vision and Next steps of the Alliance** at the Denver Region I and III Meeting:
 - Soft Rollout - Working with NHQ staff on implementation plan and selection of consultants
 - Form a National Advisory Committee - Seek recommendations from Corporate Societies, National Board, other Stakeholders
 - Roll-Out Plan will be presented at 2017 National Board Meeting in October. We envision starting with only our museum properties and building from there
 - Creation of a “Great American Treasures” website to promote NSCDA historic sites, role in historic preservation, gardens, and collections

June 2017:

- The domain www.GreatAmericanTreasures.org was purchased for future use

July 2017:

- Process for securing a brand & launch strategy consultant begins

September 2017:

- Introduction of “Great American Treasures - NSCDA Museum Alliance” to a public audience at the Expo Hall during the American Association for State and Local History Annual Meeting, September 7-8, 2017 – Austin, TX was made by NHQ staff
- “Great American Treasures - NSCDA Museum Alliance” and next steps explained to attendees of the 2017 NSCDA Museum Staff Roundtable, September 9, 2017 – Austin, TX by NHQ staff

October 2017:

- Introduction of consultant for NSCDA Museum Alliance branding; launch strategy (Phase 1) presented to the Dumbarton House Board (October 5-6, 2017) by Anne Burnett (PA) Chair of NSCDA Museum Alliance Project/Vice-Chair, National Museum Properties Committee
- Reorganization of the National Museum Properties Committee to prepare for the launch of “Great American Treasures - NSCDA Museum Alliance” was presented at National Board meeting in Washington, D.C. (October 28-29, 2017) by Sally Connelly (OH), Chair
- The position of **Curator of Special Projects at NHQ** was created to support the implementation of NSCDA Museum Alliance, and Catherine Nuzum was promoted to this position (11/1/17), which supported the facilitation of Phase 1 of the launch of GAT

Strategic Goals of the National Museum Properties Committee (2017 - 2018) and GAT were presented:

- To engage our membership in greater appreciation of historic preservation
- To work with NHQ to provide greater support for Corporate Societies and NSCDA historical sites
- To Launch the “Great American Treasures - NSCDA Museum Alliance” (GAT)
- To explore and obtain national grants and funding sources for historic sites through GAT
- To highlight collections, gardens and historical sites through a GAT portal
- To seek new national partnerships that benefit our museum sites - such as our AAM partnership and Garden Conservancy
- To increase recognition of “NSCDA Historic Landscapes and Gardens”

- To Create a Strategic Plan for “Great American Treasures - NSCDA Museum Alliance” GAT jointly with NHQ staff and NSCDA Marketing Committee for the National Board
- To Develop national advocacy policy and outreach including the development of a speakers bureau and education on historic preservation, gardens, and collections

November - December 2017:

- The official logo for “Great American Treasures - NSCDA Museum Alliance” was placed on the new signage for the Delaware Society, Little Church and was met with positive feedback
- The GAT logo was unveiled in E-Musings (Dec 1)
- “Great American Treasures - NSCDA Museum Alliance” consultants LoneWolf Marketing and BLT Design engaged by the National Museum Properties Committee and managed by Catherine Nuzum, Curator of Special Projects, NHQ and Anne Burnett (PA) Vice-Chair of NMPC and Chair of GAT Project
- Kick-off meeting with consultant to discuss general information and working timeline and research parameters
 - Consultants engaged in preliminary research by collecting brochures for GAT sites, looking at individual sites’ websites, and visiting a handful of sites

January 2018:

- Consultants presented their work plan, then engaged in in-depth research and interviews over the course of several months
 - Nine one-on-one interviews were conducted with a group of National Officers, Museum Property Chairs, and museum Directors in January and February
 - Conversations were recorded for accuracy and lasted from one to three hours

March 2018:

- Consultants created a GAT survey to be sent to both staff and Dames (National Board, NMPC, MP Chairs)
- The survey was sent out by NHQ on behalf of the consultants, and included the words:

The survey has been developed by the marketing and branding team for the Great American Treasures: NSCDA Museum Alliance. Many of the questions are subjective and all insights and ideas are welcome. The purpose of the survey is to give you the chance to inform this initiative, so please make your thoughts known!

- Over 200 people received the survey
- 68 Dames completed the survey
- 66 staff completed the survey

Spring and Summer 2018:

- GAT overview and next steps presented by Anne Burnett and Catherine Nuzum to all attendees at Region II-IV Conference in Philadelphia (April 28, 2018) during an NSCDA Strategic Initiatives presentation
- On May 21, consultants presented comprehensive brand and marketing plan for “Great American Treasures - NSCDA Museum Alliance” at NHQ as a live webinar
 - There were 73 viewers in person and online
 - The presentation was placed on YouTube after May 21, and has been viewed over 300 times
- Internal “GAT Implementation Plan” was prepared by Catherine Nuzum, NHQ, in consultation with NMPC
- Roll-out phase begins for NSCDA Museum Alliance as sub-brand/public face of NSCDA museum properties

Fall 2018:

- BLT Design hired to create adaptable GAT logo suite and branding standards (to be completed by December 1st)
 - GAT member museums will receive these items as part of the GAT brand roll out in 2019
- Catherine Nuzum presented **Benefitting Your Museum** GAT presentation at Dumbarton House Board Meeting on September 27, and **Behind the Scenes** GAT presentation at the National Museum Properties Workshop at Biennial on October 20, 2018
- Sally Connelly presented a **GAT Update** to the National Board on October 19, 2018
- BLT Design and FireFli Agency hired to build GATHistory.org, a dedicated, robust, responsive website for GAT sites (will be launched by October 1, 2019)
- NHQ staff and grants consultant begin to compile calendar of potential grants to apply for on behalf of GAT implementation and roll out plan, and create work plan to respond to grant applications
- South Carolina begins work on **GAT book initiative** that shares the story of our nation through the lens of the NSCDA-related properties and collections, with a goal to provide an attractive, full-color publication, which offers a unique historical narrative from the perspective of the Great American Treasures properties. Once the book is completed, corporate societies and their related gift shops may retail this publication to benefit their respective organizations. Author royalties will be paid to the NSCDA to benefit the Museum Alliance.
- ****December 2018 Catherine Nuzum presents to WHM/NSCDAVA Board**** where a list of questions regarding this revised and evolved program were given to national.

This next section contains the questions that were submitted to Catherine Nuzum at the December meeting.

These questions remained unanswered and were brought up again at the Museum Directors roundtable - where they remained unanswered.

Finally Molly Carey as President took the questions directly to National after the invitation to join was sent to the Virginia Society. Many are still unanswered.

1- The Pledge

What exactly are we signing/pledging to?

- The Alliance promise pledge?
 - A. Who will create the “GAT alignment protocols with the AAM’s core standards” and when will it be shared?
 - B. Will these be in addition to AAM’s that we must adhere to?
 - C. AAM is extremely particular about the governance standards/structure of their accredited houses... which is why many are refused. Will these GAT protocols jeopardize our WHM AAM status? Have you reviewed this list with AAM?
 - D. Will the GAT alignment protocol standards establish similar governance expectations for each site that has signed the pledge?
 - E. How will you monitor each sites progress or adherence to the pledge?
 - F. Will national reinstate their program of accreditation assistance?

2- Who developed the GAT program?

- A. What was/is the roll of the national museum properties committee?
- B. Why?
- C. In creating the program, what museum professionals from outside the Dames were brought on board to review and give feedback?
- D. Were the communities that we serve involved in any of the research and creation of the program?
- E. Dee Papit?
- F. How was it determined that marketing and branding was the greatest need to be met by a museum alliance?

3- Marketing

- A. How will the public even hear about GAT in the first place?
NPR radio buy, Southern Living magazine ad, This Old House magazine ad and website ad, Preservation magazine ad, National website link
- B. After saying... you don't have to do anything but join... the pledge says that we must market GAT in social media, our audiences and guests, GAT site branding and our print materials on top of doing this for our own sites.... And to support fellow sites and actively engage.
 - How (what are your expectations?) and how much time will this take for our staff?
- C. Will GAT have its own individual mailing/communications list?

How will the DATA PRIVACY LAWS (they are different in each state) affect these lists? (CA laws are very strict)

- How do the requests for information on “our” site get to us and not national?
- D. Does national expect members to share their visitor email list with GAT?
See Data Privacy Laws.
- E. On the websites.... When someone clicks on “donate here” on their own GAT site.. What guarantee do we have that “we” will get that donation and not national?
- F. How will you coordinate the materials and marketing plan for ach museum to launch the branding at the same time?

4. Messaging/Images

- A. Do the members have any control over their own messaging on the website?
Members will get to correct for inaccuracies only not copy. This is to keep the voice the same across the board.
- B. Will you be asking permission for the images used on the site?
It seems that one image used in the video? was from the Gatsby event hosted at WHM. We do not own those images and they were not asked permission... it makes WHM look bad.
- C. Because national/GAT does not own any site other than DBThouse... GAT will need to be sure not to claim ownership of the individual member sites. They will need to be careful about how they use the words... Donors need to know who the owner of each site is so that they can choose to donate to the individual site... and know it's not going to GAT/national. WHM has already had trouble with this ... national Instagram has claimed WE did a new paint job at WHM... NO they did not... and another false claim I can't remember.
What is our guarantee that national/GAT will not claim ownership of our site and intellectual property/hard work/events/ blood, sweat and tears? (WHM has a very small staff and we produce great things... what is our guarantee that national/GAT will NOT take ownership of our hard work and efforts.? Will we have approval for anything?)
- D. GAT staff... who?
They will monitor the program, create content for the website and social media channels, and develop marketing campaigns, etcetc...
- E. Will members have the ability to review anything?

5. Fees

Will there be a GAT membership fee/initiation fee/annual fee?

- A. How is GAT being funded? ~~~ through Comprehensive Campaign
 - B. What percentage of CC is for GAT initially and then annually?
 - C. Do you have an annual budget for GAT that we may review?
 - D. Do you have a sustainability budget for GAT “””?
 - E. What guarantee do the GAT members have that the % raised through CC will continue to be earmarked annually for GAT? IE- in the future will another finance committee be able to take from GAT funds for “their pet project”?
 - F. What is our guarantee that GAT money from CC will stay for GAT resources?
 - How will national hold itself accountable and report to the GAT members?
- When will the GAT business plan be ready for review?... will we be able to respond to it?

6. Funding

Who has access to the funds being raised and solicited through GAT to major donors?

- How will donations be shared and reported to the GAT members?
 - Will they all go to national or be divided up and given to the members?
- IF our only way to get access to the money raised is through the grant program... that raises further questions of
- A. Why are you pitting the members against each other in a competition?
 - B. Why not just dole out the \$ to everyone. National takes a percentage off the top and divides the rest and gives it to the members? (this seems like a more fair way to share the donations rather than a competition)
 - C. There is no membership fee or cost. However there is collateral cost because our intellectual property is being used to raise money for GAT. This money should be equally divided up between the members... not given out in a grant program
 - D. Who will make the decisions about who gets the grant? Dames? Staff?

Isn't this a conflict of interest?

- E. Say national receives \$150K from Ethel Corporation.... They are getting that money by "selling" them on the great works of ALL of the members.... Shouldn't ALL of the members receive the benefit of that donation without fighting for it through what could be a shady grant program?
- F. "You" stated that "national and GAT are one thing"
- G. So when you are cultivating/fundraising donors through/for GAT...
 - Where do those donations go? National? Dumbarton? A special GAT fund?
 - How will they be reported to the members?
 - Will the members have access to the donation largess?
- H. How do Dames who want to donate to GAT guarantee that their money will go to the GAT fund and not national's unrestricted fund?
- I. Will GAT turn into an additional fundraising ask for NSCDA members on top of their corporate society museum house, their corporate society legacy program, their corporate society HA and PS projects and other special projects, Dumbarton House, DBT fund for the future, DBT CompCampg, NSCDA Legacy program, Gunston Hall annual fund, Gunston Hall garden fund, Sulgrave Manor, and any other Dames projects..... BURN OUT!
- J. Who will have access to the donor names and their fund amount raised through GAT?
 - How will this be shared and reported? Where will this money go

Virginia Page 5

Keith MacKay's essential concerns:

- 1- WHM is the most expensive project of the VA Society and the biggest expression of our mission. Why would we turn over our mission expression/images/work/programs to another non-profit for their benefit and not our benefit?

Said another way:

If national came to us and said turn over your investments to us and we will manage them going forward.... We would say NO.

This appears to be no different ~ it's just intellectual property not financial property.

NSCDA = 501c3

WHM = 501c3 and each of the 43 other societies have their own.

=competition

DCA = 501c3

All member societies fall under this

- 2- If we must join:

- K. We would like a contract (with either an expiration date or the ability to leave the program) that our lawyer can review that will state the guidelines for our request to join on the signature page, ****This question was answered with a 'No' from National**

Thank you!

The Following is a copy of the
original invitation to Join Great
American Treasures under Nancy
Reed's presidency

NSCDA National

2715 Q Street NW TEL (202) 337-2288

greatamerican treasures.org (COMING FALL 2019)

NSCDA MUSEUM ALLIANCE



GREAT™
AMERICAN
TREASURES

HISTORIC PLACES
CURATED BY THE
NATIONAL SOCIETY
OF THE COLONIAL
DAMES OF AMERICA





June 28, 2019

Dear Keith,

Great American Treasures is our ambitious program created to package and promote the 80+ properties—**BIG** and *small*—that are owned, managed, or supported by The National Society of The Colonial Dames of America. This visionary program is the NSCDA's mission of preservation and education in action, and you are invited to be a part of it.

What makes our properties so special is that together they do an unparalleled job of telling America's story. Not just the stories of accomplishment that fill the history books, but also the everyday, ever-fascinating stories of how America became America. Through Great American Treasures, we will have the opportunity—for the first time in the NSCDA's 128-year history—to amplify our stories and our places like never before. **The more properties that join the Alliance, the more powerful our voice will be.**

By joining, you will be featured on the Great American Treasures website (scheduled to go live later this year), which will also give you access to a robust members-only web portal full of valuable resources. You will also receive and be included in other impactful marketing materials and platforms—all at no cost to you.

The Dames are committed to preservation, but they are also *entrusted with history's future*. And history's future is stronger when people who cherish it share their love and knowledge with as many people as possible. We believe that Great American Treasures is the best way for us to accomplish that.

This is an incredible opportunity to elevate the profile of your property—and make it easier for people to experience American history as only we can tell it. The first step in joining is agreeing to and signing the **Alliance Promise Pledge**. This simply shows your commitment to the program—and your promise to adhere to best practices whenever possible.

We hope you will take advantage of this unique opportunity by joining Great American Treasures. Together, we can share—and *make*—history.

Sincerely,

A handwritten signature in cursive script that appears to read "Katherine S. Cammack".

Katherine Cammack
Chairman, NSCDA Museum Alliance Committee

A handwritten signature in cursive script that appears to read "Catherine Nuzum".

Catherine Nuzum
Curator of Special Projects, NSCDA



Great American Treasurers – NSCDA Museum Alliance

Introduction

"One of the most enduring legacies of The National Society of The Colonial Dames of America is in the field of historic preservation. The first museum house under the aegis of the Dames was Van Cortland House, opened in 1897 by the New York Society, and in the century plus since, the NSCDA has continued to acquire and maintain properties important to the history of this nation. In November 2000, the National Trust for Historic Preservation presented its "Trustees Emeritus Award" to the NSCDA for excellence in the stewardship of historic places for over 100 years."ⁱ

"Today, 41 diverse properties are owned outright by the numerous Corporate Societies of the NSCDA. In collaborative efforts with other entities, there are 13 impressive collections owned by the NSCDA and an additional 30 properties are given substantive contributions, either financially or through volunteers. The total of properties either owned, managed, furnished, or given substantive support is 84."ⁱⁱ

Great American Treasures – NSCDA Museum Alliance, was approved by the 2018 Biennial Council. Its "mission is to form an alliance of historic American properties open to the public that promotes excellence in preservation, restoration and interpretation of house museums and collections of the sixteenth through twentieth centuries."ⁱⁱⁱ Great American Treasurers (GAT) will bring together the individual Dame member society properties, curate them into a whole, and present them in a new way to the public. "The foundation of the program is rooted in Dame know how. In 2015, the National Museum Properties Committee called on Dr. Jean McGinnis, PHD in history, to develop a deep rationale for organizing these individual sites into a collection. By grouping our sites into five collections, the story of Great American Treasurers provides a unique context for visitors, and can be shared as a larger yet more singular narrative told through the perspective of the NSCDA's preservation expertise."^{iv}

"Separating the NSCDA properties using, first, historical divisions that are familiar and, second, arranging each property within each division chronologically is a revelation. The NSCDA is the steward of eighty properties that cover the length and breadth of America and contain examples of every historic period, architectural style and decorative element to be found in this country. The greatest houses in America are part of this remarkable collection and, through their chronology, also provide a chronicle of American History that is understandable and impressive, both in scope and sequence. There is no organization that oversees an assemblage of this magnitude that is as comprehensive culturally or as significant historically."

Dr. Jean McGinnis – October 2015^v

In 2012 National hired Dee Papit of Lone Wolf Marketing to develop and create our new national brand. The logo from that effort can be seen above. Individual society logos were also a product of this branding development. The Lone Wolf Marketing team went on to develop the new brand for Dumbarton House Museum and Gunston Hall. Dee was the perfect fit for national when a brand was needed for Great American Treasurers.

"The Great American Treasurers was created to give a public-facing (think visitor mind-set not Dame mind-set) voice and personality to a national collection of NSCDA historic sites. It facilitates individual sites to work collectively, elevate their visibility, market themselves as a unified alliance on a national scale while sharing with visitors a collection of historic places that together tell a uniquely American – and *uniquely* Dames – view of history. Great American Treasurers provides the NSCDA with a more visible and powerful way to share its values and mission of preservation with the public, and provides the organization with an opportunity to engage a new generation of history lovers. In fact, GAT is the very manifestation of the NSCDA's mission – our work in action – now shared nationwide."^{vi}

At its heart, Great American Treasurers is a marketing program for NSCDA member society-sites. This provides the individual member society-sites with the ability to reach a national market, something most are unable to achieve in their own budgets. And, joining GAT will cost the VA Society nothing. The extensive research and brand development of the GAT program includes a Great American Treasurers website on which Wilton House Museum (WHM) would have its own page. Traffic from this GAT/WHM page will be directed back to our own WHM website. The program also includes a national media buy in magazines, on radio, a social media presence and an interactive part of the GAT website that allows visitors to create their own adventure/trip to the individual GAT sites. Brand identity, graphic standards and a GAT logo have also been created to assist member society-sites in sharing their participation in GAT with their local public and in their own marketing materials – the GAT logo would be placed on our WHM materials just as the AAM logo is now.

Participating in Great American Treasurers gives Wilton House Museum the opportunity to receive national recognition through the marketing plan and website. This is visibility that we will never be able to afford on our own. The goal of GAT is to drive visitors from the GAT website back to the individual member society-websites and to the physical site itself, Wilton House Museum. As the power point states, "Great American Treasurers does not exist in the mind of the public yet. As a newly introduced brand, it currently has zero public awareness. We are bringing our brand to life. Great American Treasurers relies on us to support the brand until it has the ability to stand on its own with the public. We are the caretakers of this new life."

Additional information:

- 1- Chronology of the NSCDA Museum Alliance
- 2- Great American Treasurers Introduction Power Point shown at Biennial October 2018
- 3- Great American Treasurers Marketing Power Point shown at National Board Meeting October 2019

All can be found on the NSCDA website under:

Project Committees - Museum Alliance Committee - Great American Treasurers/Resources & Information

ⁱ NSCDA website Museum Properties/GAT

ⁱⁱ NSCDA website Museum Properties/GAT

ⁱⁱⁱ NSCDA website Museum Properties/GAT

^{iv} GAT Brand Identity Guidelines & Graphic Standards, 10-2019

^v GAT Brand Identity Guidelines & Graphic Standards, 10-2019

^{vi} GAT Brand Identity Guidelines & Graphic Standards, 10-2019



★ Member Museum Benefits ★

Member museums will be connected to a national effort aimed with raising the visibility of all GAT museums and increasing visitation across the board. A major goal of the program will be to share resources and expertise so that all GAT museums will have access to the tools they need to become the best they can be.

Additionally, GAT museums will enjoy*:

- ★ Dedicated space on GATHistory.org, a robust, interactive website that will promote all member museums and drive traffic to museums' individual websites
- ★ American Alliance of Museums (AAM) individual memberships for all full-time staff, as well as access to AAM's members-only Resource Library
- ★ Access to print ready GAT logo & logo insignia in site specific colors, plus assistance developing site specific promotional materials such as posters, flags, signage, etc.
- ★ Inclusion in a revamped edition of the *Visit Great American Treasures* guidebook
- ★ A supply of GAT promotional brochures
- ★ Promotion and increased awareness through GAT social media and marketing campaigns in national publications and media outlets
- ★ Access to shared project-specific consultants and staff
- ★ Site exposure through GAT sponsorship at professional conferences and meetings
- ★ Scholarship assistance for staff to attend conferences and professional development opportunities, such as the American Association for State and Local History's (AASLH) Annual Meeting or the Attingham Summer School
- ★ Recurring GAT Roundtable held around the country for staff to meet one another and share ideas
- ★ The ability to submit applications to the NSCDA Museum Grant Fund

*Pending committee consideration and Strategic Plan adoption at the 2018 Biennial Council



Frequently Asked Questions

1) What does it cost to join?

Nothing! There is no membership fee to join Great American Treasures. We do require, however, that the Alliance Promise Pledge is signed on behalf of every member institution.

2) What do we get for being members?

Perhaps most importantly—a community! Great American Treasures is more than simply the public facing brand of the NSCDA. Historic places that choose to be members will be connected to a national effort aimed with raising the visibility of all Great American Treasures members and increasing visitation across the board. A major goal of the program will be to share resources and expertise so that all members will have access to the tools they need to become the best they can be.

Additionally, members will enjoy:

- A dedicated page on www.GreatAmericanTreasures.org (currently under construction), a robust, interactive website that will promote all member sites and drive traffic to their individual websites;
- Access to a members only portal on the website, which will include a plethora of resources, such as sample documents and policies, plus a live message board to engage with colleagues around the country;
- Access to the Great American Treasures insignia suite and guidelines, plus a supply of brochures that highlight the program;
- Promotion through various social media channels, and inclusion in marketing campaigns in regional and national publications and media outlets;
- The ability to submit applications to the NSCDA Museum Grant Fund, a competitive grant program being developed for the exclusive use of Great American Treasures members (See question 6 to learn more about funding for the Grant Fund.).

3) What do we have to do as members?

Technically, beyond signing the Alliance Promise Pledge (and adhering to it!), you don't have to do anything. However, we hope that you will be engaged and supportive! You can be so by placing the Great American Treasures rack card in your visitor center, showcasing the Alliance insignia on a window decal, interacting with your peers in the member portal of the website, following and promoting Great American Treasures on social media, and so much more.

Great American Treasures is not intended to be a time or financial burden on the member sites, or on the staff, volunteers, and/or Dames that care for them. The most important expectation of this program is that members sign the Alliance Promise Pledge. The pledge is an acknowledgement of being part of something significant, and a good faith agreement to strive for excellence while also supporting the Alliance and fellow members. The task of monitoring the program, creating content for the website and social media channels, developing marketing campaigns, etc. will fall to the Great American Treasures staff, based at the NSCDA's national headquarters.



4) When will we get access to the insignia suite and guidelines?

The dispersal of the insignia suite and guidelines is tied to the website—we don't want to promote the Alliance if there is nothing for visitors to see online. So, members will receive access to the Insignia files when the website goes live later this year. Members will be the first to know when the date for launch is set!

5) Does our museum have to be AAM accredited?

Nope! We recognize that some members will be accredited and that some will not, *and perhaps cannot*, be accredited. And that's okay. What is important is that all members strive for excellence and use AAM's core standards for museums as a benchmark against which to gauge their work.

6) How is Great American Treasures being funded?

The purpose of this program is to support and market NSCDA affiliated historic places, not to place a new financial burden on them. For this reason, there is no fee for a historic site to be a member of the Alliance.

The creation and launch of Great American Treasures is an NSCDA strategic priority included within the funding goals of the NSCDA Comprehensive Campaign, and support for the Campaign up to this point has been critical for these early stages of development. Of course, the future success of Great American Treasures extends far beyond the Campaign. Moving forward, we will apply for private and federal grants for projects we wish to pursue under the Great American Treasures umbrella (for example – an IMLS grant application regarding the creation of an online searchable collections database for this program was submitted in December 2018); we will appeal to corporate sponsors, private foundations, and individuals (within the NSCDA, but—crucially—also outside of the NSCDA); and we may sell merchandise, including, but not limited to, a revamped *Visit Great American Treasures* guidebook. Additional fundraising efforts—including both contributed and earned revenue sources—will be explored in greater depth in a GAT Business Plan, currently under development.

An additional funding aspect of Great American Treasures is the creation of the Museum Grant Fund, which we plan to open to member museums for applications in 2021. This is another Campaign priority, with a funding goal of \$1 million. When fully funded, the Museum Grant Fund will initially generate \$50,000 in annual income for competitive grants awarded to Great American Treasures member sites.

7) Who do I contact if I have more questions?

Katherine Cammack, *Chairman, NSCDA Museum Alliance Committee:*
museumpropertieschair@nscda.org

Catherine Nuzum, *Curator of Special Projects:*
catherinenuzum@nscda.org, 202-337-2288 x233



Alliance Promise Pledge

By choosing to become a member of **Great American Treasures**, you are choosing to be part of something truly great. Great American Treasures is comprised of a great collection of sites—both BIG and *small*—spanning the country and extending into England. Collectively, they tell *great stories* – stories of our shared past that shape our today, and our tomorrow. And, they tell the story of the dedication of a group of women to save history for future generations. Being a member of Great American Treasures means being committed to its success and endurance, and signing this pledge shows that commitment to your fellow members.

As a member site of Great American Treasures, we pledge:

- To always strive for excellence by operating in alignment with AAM's Core Standards for Museumsⁱ to the greatest extent that we are able, and to measure our efforts against accepted best practices;
- To support the *Value of History Statement*ⁱⁱ developed by History Relevance and endorsed by the NSCDA in 2017;
- To allow information about our property to be used across Great American Treasures social media channels, on www.GreatAmericanTreasures.orgⁱⁱⁱ, and in other local, regional, and national marketing materials and campaigns; * see next page
- To do our best to amplify the Great American Treasures brand at our site, through our own social media channels, and among our audiences, and to use the Great American Treasures branding suite in ways that are consistent with the Great American Treasures Style Guide;
- To support fellow member sites, and to actively engage Great American Treasures as both a promotional resource and a valuable network for professional collaboration.

ⁱ AAM, Core Standards for Museums: <https://www.aam-us.org/programs/ethics-standards-and-professional-practices/core-standards-for-museums/>

ⁱⁱ History Relevance, Value of History Statement: <https://www.historyrelevance.com/value-history-statement>

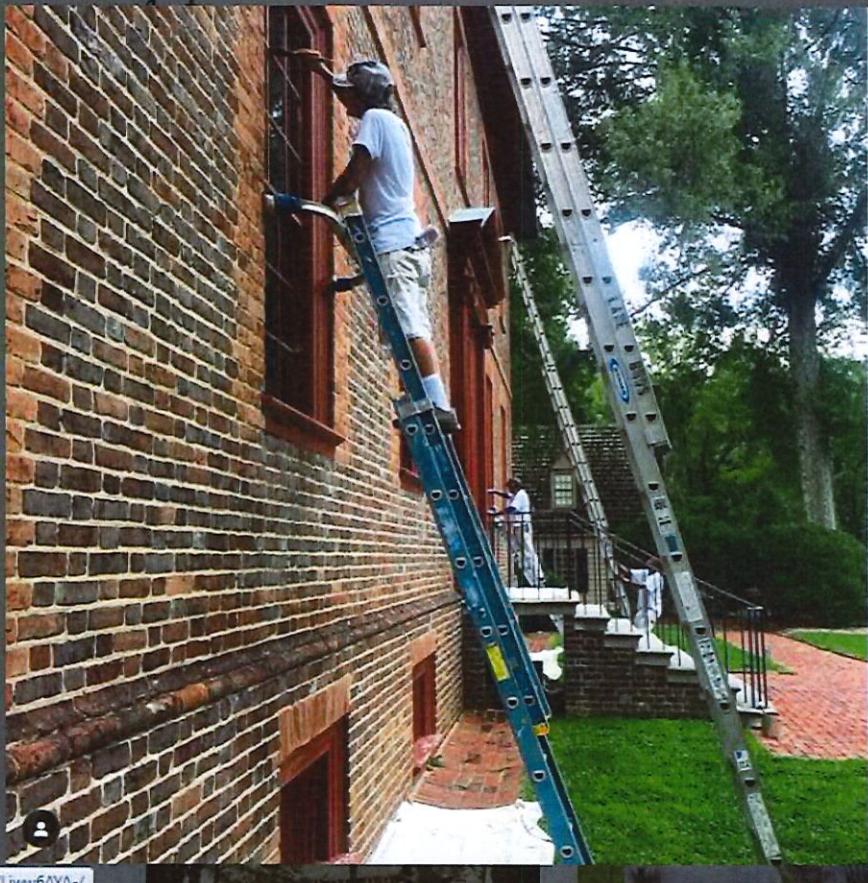
ⁱⁱⁱ Scheduled for launch Fall 2019

This is the statement that most concerned both the Museum Board and the NSCDAVA Board

- *To allow information about our property to be used across Great American Treasures*
 - *social media channels, on www.GreatAmericanTreasures.org/ and in other local, regional, and national marketing materials and campaigns; .*

One reason of concern was that on several occasions National's Society Media accounts would make posts that had to be questioned. Molly Carey had handled these instances when they were brought to her attention.

One still stands as of 1.25.22 and is on the following page.



nscda • Following
Wilton House Museum

nscda Our Virginia Society Headquarters, @wiltonhousemuseum is currently having its exterior woodwork repainted and windows reglazed thanks to the generous contributions to last year's Annual Fund. These improvements are just a few projects of the long range preservation plan for the historic house!

: @wiltonhousemuseum

230w

nscda .

#historicpreservation #museumlife #historichouse
#preservation #conservation #thisplacematters #savingplaces
#thisoldhouse #historymatters #nscdca #history #loveva
#virginiacities #visitrichmond #explorevirginia #visitvirginia
#ryanews #rvva #rvax #historicousemuseum #wilton

230w Reply



Liked by katherineandsouthall and 41 others

AUGUST 24, 2017



Add a comment...

This is important to not confuse our potential donors for Wilton.

As of today's date no fundraising for GAT using our programming, site work, projects, or exhibitions would directly benefit Wilton.

Subsequently we learned that Gunston Hall was allowed to sign the pledge with a modification.

See next page.

Gunston Hall

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- To support the *Value of History Statement*ⁱⁱ developed by History Relevance and endorsed by the NSCDA in 2017;
- To allow information about our property to be used ~~across Great American Treasures social media channels, on www.GreatAmericanTreasures.orgⁱⁱⁱ, and in other local, regional, and national marketing materials and campaigns;~~
- To do our best to amplify the Great American Treasures brand at our site, through our own social media channels, and among our audiences, and to use the Great American Treasures branding suite in ways that are consistent with the Great American Treasures Style Guide;
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ⁱ AAM, Core Standards for Museums: <https://www.aam-us.org/programs/ethics-standards-and-professional-practices/core-standards-for-museums/>

ⁱⁱ History Relevance, Value of History Statement: <https://www.historyrelevance.com/value-history-statement>

ⁱⁱⁱ Scheduled for launch Fall 2019