Citizens’ Institute on Rural Design

The Citizens' Institute on Rural Design™ is a National Endowment for the Arts leadership initiative in partnership with the Housing Assistance Council and buildingcommunityWORKSHOP

rural-design.org
About the Citizens’ Institute on Rural Design
CIRD Partnership Team
Today's Presenters

**Evelyn Immonen**
Citizens' Institute on Rural Design
Housing Assistance Council

**Shawn Evans, AIA**
Atkin Olshin Schade Architects

**Jennifer McAllister**
Development Manager
Housing Assistance Council
Webinar Agenda

• What is the Citizens’ Institute on Rural Design?
• Introduction to Rural Design Webinar Series
• Overview of Community Planning and Engagement
• Shawn Evans:
  • Historic preservation case study
• Jennifer McAllister
  • Developing a fundraising strategy

Questions!

*You can submit your questions in the chat box at any time during the presentation!*
How did we develop this webinar? Thematic topics of applicants to CIRD:

- Public space and trails
- Historic preservation
- Wayfinding, branding, and identity
- Transportation
- Housing
- Main street
- Arts and culture
What is the Rural Design Webinar Series?
Learning Objectives

1. Consider the history of a project site and how this history can impact its future design and use

2. Identify and engage key players, communities, groups, and individuals who will play central roles in the timeline of the project

3. Identify goals/design challenges of the project and their relationship to future fundraising endeavors
Community Planning

- Build from a small team
- Bring on partner-specialists
- What is your “Ask”?
- Partnership structure
  - Project management
  - Community Advisory teams
  - Task Forces
Community Engagement

• Go back to your strategy if it’s not working
• Feedback Postcards
• There are a wide variety of kinds of community engagement
• Community network analysis
Today’s Presenters

Shawn Evans, AIA
Atkin Olshin Schade Architects
Preservation has URBAN roots

design
architecture
history
monuments
brick and stone
“important white men”
RURAL preservation is different

landscape
culture
tradition
intangible
wood and earth

“ordinary people”
Why do we preserve? *(who is we?)*

What do we preserve? *(if we preserve)*

How do we preserve?
The Secretary of the Interior's Standards for the Treatment of Historic Properties

with Guidelines for Preserving, Rehabilitating, Restoring & Reconstructing Historic Buildings
Each of these treatment approaches is based on:

- physical integrity and objective authenticity,
- the notion that certain times are more significant than others, and
- the resultant desire to limit change.
Significance

When is the Period of Significance?
Lincoln’s Birthplace, LaRue County, KY

https://www.nps.gov/abli/learn/historyculture/index.htm
Lincoln’s Shrine

https://www.presidentsusa.net/lincolnbirthplace.html
Lincoln’s Shrine(s)

https://en.wikipedia.org/wiki/Abraham_Lincoln_Birthplace_National_Historical_Park

https://en.wikipedia.org/wiki/Knob_Creek_Farm#/media/File:Lincoln_Knob_Creek_Gollaher_Cabin.JPG
Material Authenticity – the Paradox of Theseus’s Ship
1. Reconstruction will be used to depict vanished or non-surviving portions of a property when documentary and physical evidence is available to permit accurate reconstruction with minimal conjecture, and such reconstruction is essential to the public understanding of the property.

2. Reconstruction of a landscape, building, structure or object in its historic location will be preceded by a thorough archeological investigation to identify and evaluate those features and artifacts that are essential to an accurate reconstruction. If such resources must be disturbed, mitigation measures will be undertaken.
A cultural landscape is defined as "a geographic area, including both cultural and natural resources and the wildlife or domestic animals therein, associated with a historic event, activity, or person or exhibiting other cultural or aesthetic values." There are four general types of cultural landscapes, not mutually exclusive: historic sites, historic designed landscapes, historic vernacular landscapes, and ethnographic landscapes.
Vernacular heritage to sustainable architecture

Leçons du patrimoine vernaculaire pour une architecture durable

Lezioni del patrimonio vernacolare per l’architettura sostenibile

Contributo del patrimonio vernacolare per a arquitetura sustentável

Lecciones del patrimonio vernáculo para una arquitectura sostenible
Preservation for People: A Vision for the Future
MAY 2017

National Trust for Historic Preservation

What is heritage-based rural development?
Heritage-based rural development helps build sustainable communities and strengthen regional economies through the conservation, use, and promotion of historic and cultural assets. These assets may include buildings, structures, districts, Main Streets, farmsteads, and landscapes, as well as regional arts, crafts, music, food, and events. This approach supports and complements other rural development efforts.
Fort Apache
Owe’neh Bupingegeh Preservation Project
Ohkay Owingeh NM
View of Pueblo and Plaza, San Juan Pueblo – John K. Hillers, 1877. OOHPI Fig.1-02, Courtesy of National Anthropological Archives.
Zuni Pueblo
Zuni Pueblo
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Fundraising 101
What Are You Trying to Achieve?

OUTCOMES?...normally we just measure the height of the files!

$16,700 total donated!

$10,000
$8,000
$6,000
$4,000
$2,000
$0
What do you already have to help you reach your goals?

- Human Capital
- Social Media
- Community Institutions and Events
Who is passionate about your goal?

Small Dollar Donors: Building Your Support Base

Corporate, Local Business, Foundations: What are your shared goals?
How to Make the Ask

A good major gifts fundraiser knows that an ask centers on the 5 R’s: the right person asking the right prospect for the right project, at the right time for the right amount.

-Siobhan Aspinall, How to Set UP a Donor-Centered Ask, 101 Fundraising
What is Stewardship?

Well...
Why does it matter?

- Donor acquisition is more costly than retention.
  - According to Network for Good, it can cost $0.25-$1.50 to raise $1
- Higher retention rates lead to better fundraising totals.
- Build awareness and engagement around your organization or project.
- Not just for individual donors, but for corporate, business, foundation, and government donors too!
- Q & A -
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