

STATE OF COLORADO

OFFICE OF THE GOVERNOR

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Subject: Share in the Care Colorado Next Steps Proposal

Date: November 15, 2012

After numerous iterations of Share in the Care Colorado, a final plan has been developed to efficiently promote the development of the campaign. The intent of this proposed plan is to create awareness of the importance of historic preservation in Colorado. The original goal of the effort was to raise a significant amount of money to support the development of the Capitol Dome. The new campaign places a greater emphasis on engaging a larger group of funders at lower funding levels to replenish the State Historical Fund and ultimately support historic preservation in the state.

In the past, it was difficult to solicit funding under the premise of restoring the Capitol Dome. People were more willing to engage in the effort when they knew that by supporting the campaign, they were providing resources to historic places around Colorado. The Capitol Dome provides a great launching point to initiate conversations and foster excitement, but the ask will now focus on historic preservation as a broader category. To this end, the campaign will continue to accept public donations, but will place a greater emphasis on hosting one to two events each year to engage with the community.

Partnerships

This plan was developed through a series of meetings with numerous partners, including, the State Historical Fund, History Colorado, Colorado Preservation Inc., the Governor's Office, and the Colorado Legislative Council. Each of these organizations is committed to supporting this newly developed plan and will be integral in its development.

Roles and Responsibilities

To successfully execute the proposed letter campaigns and events, each partner organization has agreed to play a role in the process. History Colorado will assist in planning the VIP reception at the Stephen H. Hart Awards and will ensure that donors are properly informed of the event. We have secured a corporate sponsorship to cover associated costs of the reception. The State Historical Fund will allow access to their list of projects they have sponsored in communities around the state to allow for targeted marketing when reaching out for 4th of July events. Colorado Preservation Inc., will continue to serve as the 501(c)3 pass through organization for all donations and continue to provide media promotion. The Governor's Office will be responsible for mailing the letters and conducting any follow up activities. The Governor's Office will also be responsible for organizing a plan to partner with communities during the summer.

Proposed Events

Due to limited resources of the partnering agencies, this proposed campaign will require nominal staff time and money. The planning and execution of these events will be simple, require minimal resources, and provide benefit to the various stakeholders. Considering these factors, the group has decided to engage in letter campaigns in conjunction with events to generate support and raise awareness for historic preservation.

Letter Campaign for a VIP Reception at the Stephen H. Hart Awards

The campaign has purchased a list of companies operating in Colorado and will send letters to each, soliciting donations. These letters will also be sent to foundations and individuals in the community. The target range of contributions from donors contacted through the letter campaign is \$500 to \$1,000. To acknowledge the contributions of these funders, Share in the Care Colorado will partner with History Colorado to sponsor a VIP reception with Governor Hickenlooper at the Stephen H. Hart Awards on February 6, 2013. This annual awards ceremony recognizes individuals and organizations that have demonstrated excellence in historic preservation and will provide an ideal platform to further communicate the importance of historic preservation. Each donor who gives \$1,000 or more to the campaign will receive two tickets to the VIP reception and awards ceremony. In addition to invitations to the two events, funders will also have an opportunity to see on display the 65 ounces of 24-karat gold that will be used for the gilding of the dome. Current sponsors will also be invited to the VIP reception and Stephen H. Hart Awards.

Letter Campaign for 4th of July Community Events

In an effort to engage the larger Colorado community, the campaign will partner with communities around the state during the 4th of July holiday. There are numerous events around the state to celebrate this holiday and our plan is to collaborate with these communities and use their events to help promote historic preservation. We will underscore the importance of this by highlighting local buildings and efforts supported by the State Historical Fund and other preservation agencies. Similar to the Stephen H. Hart Awards letter campaign, we will send correspondence to local organizations to solicit their support and acknowledge them at these events.

Additional Proposed Events

- 2013 will mark the 20th Anniversary of the State Historical Fund. To celebrate this milestone, the organization will host numerous events to celebrate their impact on historic preservation in Colorado. This will provide several opportunities for Share in the Care Colorado to partner with the State Historical Fund to promote their shared interests.
- During the month of May, History Colorado will be celebrating archaeology and historic preservation. This month will feature numerous events and provide ample opportunity for Share in the Care to further partner with History Colorado.
- In August 2013, the gold for the Capitol dome will arrive from Italy. This will provide another opportunity to convene and recognize stakeholders and engage new support.
- The scrim that currently covers the dome will be removed in 2014. This will present a great opportunity to provide a final update to all stakeholders and continue promoting historic preservation in Colorado.