Dear (Potential Donor),

The Preservation Action Foundation’s Annual Auction is going virtual! We invite you to be a part of Preservation Action Foundation’s virtual event: All In for Advocacy taking place on Tuesday, October 27th, 2020 at the commencement of the national PastForward Virtual Conference. Our theme All In for Advocacy reflects the great work of our grassroots network, the strength of our bi-partisan Congressional support, and our commitment to being all in for our built, cultural, and environmental heritage - no matter the circumstances.

The annual Auction is our largest fundraiser for the Preservation Action Foundation 501(c)3, which is dedicated to education and outreach related to historic preservation policy. The event proceeds will be used in educating, training, and advocacy and to support the Advocacy Scholars program which seeks to train the next generation of preservation advocates.

**We cannot meet our goals without the help of people like you.**

Please consider supporting our mission with a donation from your business, organization, or historic site such as a gift certificate, personalize tour, education opportunity, or unique item. Your donation to All In for Advocacy will be auctioned off at our live or silent auction, and all proceeds result in an investment in the promotion of federal programs that protect our historic and cultural resources and inspire future generations of preservationists. Donors will be recognized before, during, and after the event to a national audience through our eblasts, social media, and videos.

**Your generous support provides essential funds to support the ongoing mission of the Preservation Action Foundation.**

Donations made to the Preservation Action Foundation are tax deductible to the extent allowed by law. Thank you in advance for your support. If you have any questions, please reach out using the contact information below. We look forward to your partnership!

Lauren O. McHale, Chair  
Preservation Action Foundation

Russ Carnahan, President  
Preservation Action
2020 VIRTUAL FUNDRAISER AND LIVE AUCTION

OCTOBER 27, 2020
7:00 PM ET

Tickets and more: preservationaction.org/auction
All In For Advocacy
VIRTUAL EVENT AND LIVE AUCTION

Preservation Action's famous party and live auction event is going virtual! Join us as we commit to being all in for our built, cultural, and environmental heritage - no matter the circumstances.

While we'll miss sharing food and hugs, for the first time ever we can enjoy getting together without leaving home. Join Preservation Action Foundation’s virtual event: All In For Advocacy. Hear exciting success stories about preservation across the country, celebrate our preservation advocacy heroes, and honor the elected officials who contributed to an incredibly successful year in Congress. The hour will be filled with compelling preservation stories, cameo appearances of preservation celebrities, and, of course, an opportunity for attendees to purchase a wonderful array of one of a kind preservation tours and experiences, educational opportunities, and unique gift items at our live online auction - all for a great cause.

Preservation Action is a 501(c)4 nonprofit organization created in 1974 to serve as the national grassroots lobby for historic preservation.

Preservation Action, based in Washington, D.C., seeks to make historic preservation a national priority by advocating to all branches of the federal government for sound preservation policy, programs, and funding through a grassroots constituency empowered with information and training and through direct contact with elected representatives.

The Preservation Action Foundation is a registered 501(c)3 charitable nonprofit organization with a mission to:

1. Facilitate and promote understanding of the federal policies and programs that affect our nation’s historic and cultural resources.
2. Encourage informed and scholarly discourse about preservation policy that lays the groundwork for effective action.
3. Develop educational programs and resources that will inspire and inform a new generation of preservation advocates through the Advocacy Scholars Program.

Through our constituency and our supporters, our impact is felt nationwide.
**All In For Advocacy**

**EVENT LINEUP**

**SILENT AUCTION KICKOFF**

Monday, October 19, 2020, 7:00 – 8:00pm ET
Facebook Live @ Preservation Action

Join us for a Facebook Live kickoff event of our three-week long silent auction.

**VIRTUAL EVENT AND LIVE AUCTION**

Tuesday, October 27, 2020, 7:00 – 8:00pm ET
Online – tickets available at www.preservationaction.org/auction

Our keystone event will include compelling preservation stories, cameo appearances of preservation celebrities, and an opportunity for attendees to purchase a wonderful array of one of a kind preservation tours and experiences, educational opportunities, and unique gift items at our live online auction.

**SILENT AUCTION**

October 19 through November 9, 2020
Location: Online, anywhere! Visit www.preservationaction.org/auction for details

In addition to our virtual fundraiser and live auction, amazing items will be available for bidding through our silent auction. Proceeds raised from the live and silent auctions will directly benefit the Preservation Action Foundation.
Supporting *All In For Advocacy* offers the genuine opportunity to be involved in bringing together people who value sound federal historic preservation policy.

Your contribution to *All In For Advocacy* will result in an investment in the promotion of federal programs that protect our cultural and environmental resources and equip the next generation of preservation advocates with the tools and training they need to be leaders.

Supporting this event represents a unique opportunity to engage with a diverse, national audience of advocates from the fields of policy, planning, architecture and design, hospitality and tourism, landscape architecture, archaeology, history and interpretation, the arts, community revitalization, and more. Be a part of creating an impactful future for the historic preservation movement as we move into this new reality for preservation advocacy.

**Audience Reach**

- **Twitter**: 4,000 FOLLOWERS
- **Facebook**: 3,200 FOLLOWERS
- **Instagram**: 1,100 FOLLOWERS
- **Email**: 2,000 SUBSCRIBERS

*Collective digital impressions via partners network annually*
DONATION FORM

We kindly ask that donation commitments be submitted by October 1, 2020. Please mail or email your completed form to the contact information below.

All donors will be recognized during our keystone virtual event, October 27, 2020, and published on our website.

Donation Title: __________________________________________________________

Description: __________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Value: ___________________________ Expiration Date: ______________________

Donated by (Company/Name): ____________________________________________

Contact Name: __________________________ Title: _________________________

Mailing Address: _________________________________________________________

Email: ___________________________ Phone: _____________________________

☐ I certify that I have read the donation guidelines on the back of this donation form.

Thank you! Your generous donation helps support our grassroots advocacy efforts, education and training for preservation advocates, and capacity building efforts.

Please see the following page for donation guidelines.

The Preservation Action Foundation (PAF) is a registered 501(c)3. Please contact Rob Naylor at (202) 463-0970 or rnaylor@preservationaction.org for additional information.
DONATION GUIDELINES

The donation of exceptional items for the Preservation Action Foundation auction has been the hallmark of its decades-long success. The shift to a virtual format means even more people can participate without even leaving home. A recent survey of past auction supporters show that unique historic preservation related gifts, education opportunities, tours and experiences, and professional services are the most desired items. With the theme *All In for Advocacy*, we encourage you to showcase the underrepresented or minority culture in your community, and think outside the box!

- Collectors items, framed art, handmade items
- Books about historic places, objects and individuals, local and regional histories
- Memberships, tickets to virtual events, or conference registrations
- Private tours or education experiences
- Professional services such as historic research, coaching sessions, or a keynote speech

HOW TO DONATE

Please submit the completed donation form to our Associate Director, Rob Naylor, at rnaylor@preservationaction.org. We request a photograph of the auction item for display online. Please include any website links, brochures, or other information that will help bidders chose your item!

For any physical items, donors are requested to retain their item and plan to have them shipped to the auction winner after the event. Preservation Action Foundation will notify donors of the mailing addresses shortly after the auction.
MEET OUR LEADERSHIP TEAM

RUSS CARNAHAN
President

BRUCE MACDOUGAL
Director of Washington Operations

ROB NAYLOR
Associate Director

BRIANA GROSICKI
Chair, Preservation Action

LAUREN OSWALT MCHALE
Chair, Preservation Action
Foundation

PRESERVATION ACTION FOUNDATION BOARD

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Foundation

PRESERVATION ACTION FOUNDATION | 2020 PENNSYLVANIA AVE NW, #313, WASHINGTON, DC 20006
(202) 463-0970 | mail@preservationaction.org | preservationaction.org/foundation

AUCTION PLANNING COMMITTEE 2020

Lauren McHale
Russ Carnahan
Kathy Makino
Nancy Finegood
Huy Pham
Stephanie Phillips
Edward Hall
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