



LV Passport to History

# Welcome Packet

FOR NEW HISTORIC PARTNERS



[LVhistory.org](http://LVhistory.org)

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# CONTACT US

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## EXECUTIVE COMMITTEE



**CHAIR:**

**Megan van Ravenswaay**

Northampton County Historical & Genealogical Society

megan@northamptonctymuseum.org

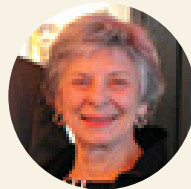


**VICE CHAIR:**

**Beth Twiss Houting**

The Schwenkfelder Library & Heritage Center

beth@schwenkfelder.com



**NORTHAMPTON COUNTY REPRESENTATIVE:**

**Kay Wolff**

The Historic Easton Cemetery

chiang10@verizon.net



**MARKETING REPRESENTATIVE:**

**Susan Ellis**

Moravian Historical Society

sellis@moravianhistory.org



**EDUCATION REPRESENTATIVE:**

**Whitney Davidson**

National Canal Museum

education@delawareandlehigh.org

*The following positions are currently open:  
Lehigh County Representative, Surrounding County Representative, Grants/Fundraising Representative*

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**MARKETING CONSULTANT**

**Carey Birgel**

media@lvhistory.org



**STAY  
CONNECTED:**

LVhistory.org





# Welcome to **PASSPORT TO HISTORY**

## Who We Are

Lehigh Valley Passport to History is a partnership of historic sites and resources in and around Pennsylvania's Lehigh and Northampton counties, including Berks, Bucks, Carbon, Monroe, Montgomery, and Warren counties. Our group connects tourists with historical activities, events, tours, and exhibitions throughout the Valley. Our website helps draw attention to smaller historical sites and societies that do not have their own websites and helps the group leverage its publicity and marketing efforts.

*\*Lehigh Valley Passport to History is funded in part with funding received through the County of Northampton's Hotel Tax Program and the County of Lehigh Tourism Development Program.*



## Our Objective

Our objective is to connect the public with historical activities, events, tours, and exhibitions throughout the Valley and invite them explore the rich heritage that is right around the corner.

## Our Partners

We welcome new members! Non-profit organizations in the Lehigh Valley and surrounding areas are invited to participate. There are no fees to join. Our partner sites include museums, research archives, and little-known architectural gems off the beaten path. See a complete list of partner sites at [lvhistory.org/historic-sites](http://lvhistory.org/historic-sites).

# *LV Passport to History*

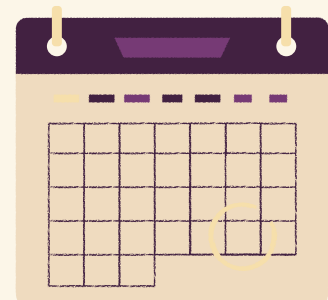
## **PARTNER BENEFITS**

### **Join us and take advantage of these benefits:**

- Support from fellow historic sites and their representatives
- Joint funding opportunities
- Free marketing for your historic site
- Professional photography
- Exclusive event and program participation
- List your educational programs and curriculum for schools
- Discounted marketing consulting services

### **Partner-Exclusive Events:**

- Monthly Virtual Program with host George Wacker of Lehigh Valley With Love Radio (on hold in 2023)
- Annual Event - Lehigh Valley Passport to History Month (multiple sites open with free admission)
- Heritage Trail Tour program
- Teachers' Night Out programs
- Other events TBD



**Your partnership is a great investment for the future of historic preservation and education.**

As a member you are:

- helping to promote local history
- educating community members
- developing regional tourism
- enhancing the quality of life in your community

# *LV Passport to History*

## NEW PARTNER ONBOARDING CHECKLIST

The checklist below includes suggestions to help maximize your partnership.

### Ongoing

- Attend Passport to History monthly Zoom meetings**  
Send monthly events to Carey for inclusion in monthly email blast, website calendar, and social media
- Share Passport to History events on your site's social pages

### 30 days

- Complete new member questionnaire
- Submit up to 4 images for use on our website
- Sign up for a Passport to History Heritage Trail ([lvhistory.org/heritage-trails/](http://lvhistory.org/heritage-trails/))
- Follow Passport to History on Facebook, Instagram, and LinkedIn
- Get Passport to History rack cards and window clings from Megan

### 60 days

- Sign up to participate in a Passport to History group program
- Add the Passport to History Proud Partner logo to your website with link back to [lvhistory.org](http://lvhistory.org)
- Include Passport to History email sign up link in your company email blast

Notes: \_\_\_\_\_

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# LV Passport to History

## SHARE YOUR HISTORY

### Sign up for one of our Heritage Trails!

The Passport to History partners are pleased to present "History Trails," a guide to help our community members experience a themed trip through history. There are 11 Themed Trails to explore:

- Agriculture/Garden Trail
- Architecture Trail
- Cemetery Trail
- Civil War Trail
- Decorative Arts Trail
- Education Trail
- Industry Trail
- Lenape Trail
- Moravian Trail
- Music Trail
- Revolutionary Trail



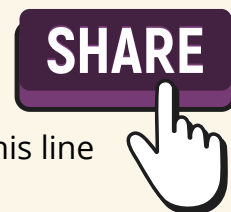
Contact Carey Birgel at [media@lvhistory.org](mailto:media@lvhistory.org) to sign up!

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### Share your events for inclusion in our monthly email blast, social media, and website calendar!

Each month, our marketing consultant will email our partners asking for their upcoming events. When you send your events, please submit in this format:

1. Date
2. Site Name - Event Name
3. Time of Event
4. Location Address
5. Price (or note Free if free)
6. Link to event on your website if you have it; otherwise skip this line
7. Detailed Paragraph about Event



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### Participate in a Passport Group Program

We are focusing on developing and promoting our Heritage Trail History tours, including live events in collaboration with other sites and local tourism partners. We also host Teachers' Night Out once per year, an opportunity for you to share your educational materials and for teachers to earn CE credits.

# *LV Passport to History*

## NEW MEMBER QUESTIONNAIRE

When you join you will receive a link to a **Google form** (<https://tinyurl.com/ysau9pnw>) where you will fill in the following information to be published on our website:

**Organization's Name:**

**Contact Name:**

**Description of what the guest may experience at the site:  
(500 words)**

**Physical Address:**

**Website:**

**E-mail:**

**Phone:**

**Hours:**

**Costs:**

**Special Events (including dates and times):**

**Year-round programs:**

**Regular hours:**

**ADA accessible:**

**Public restroom:**

**Other:**

**\*Please upload 1-4 images for use on LVhistory.org**

*\*Be sure to update us when details change!*



PASSPORT  
*Lehigh Valley*  
TO HISTORY

