LV Passport to History

Welcome Packet

FOR NEW HISTORIC PARTNERS

LVhistory.org

Stay Connected: Facebook | Instagram | LinkedIn
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

MARKETING CONSULTANT
Carey Birgel
media@lvhistory.org
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.
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
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
- [ ] **Submit up to 4 images for use on our website**
- [ ] **Sign up for a Passport to History Heritage Trail (lvhistory.org/heritage-trails/)**
- [ ] **Follow Passport to History on Facebook, Instagram, and Linkedin**
- [ ] **Get Passport to History rack cards and window clings from Megan**

**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/)**
- [ ] **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**
- [ ] **Include Passport to History email sign up link in your company email blast**

**Notes:**

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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 to sign up!

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

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.
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!