Building Momentum: Promoting Your Collections

Image courtesy
Trenholm State Community College
and Conservation Center for Art
& Historic Artifacts
Special thanks to our funders
Building Capacity – HBCU

MENU OF SERVICES

• Preservation Planning Documents
• Collection or Item-Level Surveys
• Treatment and/or Rehousing Projects
• Education Programs
2019
Fall: first application round

2020
First implementation year
Fall: Second application round

2021
Second implementation year
Fall: Third application round

2022
Third implementation year
Fall: Fourth application round

Match required

2023
Fourth implementation year

2024
Project concludes

Match required
Promoting Your Collections

Objectives

• Share collections with the world
  • General audience: share interesting stories
  • Academic audience: highlight value for research

• Tap into local communities
• Tap into broader communities
• Join conversations
• Track initiatives
• Cross-post for maximum impact
The latest installment of CCAHA News & Events features an update on our Philadelphia Stewardship Program application deadline, news on upcoming national conferences, registration for this fall’s Open House, and much more!

In the latest installment of FOCUS, Book Conservator Amber Hares treats a c. 1480 copy of the Horae Beatae Mariae Virginis belonging to @westlibertyu’s Elbin Library.

Read more— bit.ly/30rjt1A
Shaped books became popular for children starting around the 1850s, and reached their heyday after the Civil War. This 1853 example was published by the American Sunday School Union in Philadelphia and contains a pious story of a girl who, after reading "Pilgrims Progress," leaves her home to go on a religious pilgrimage in search of the road to heaven. The illustrations and cover design were made by Ferdinand Moras, a local lithographer who worked frequently for the ASSU. #childrensbook #shapedbook #ferdinandmoras #tinyTuesday #notreallyapublisherbinding

asacastletattooer Awesome!

designsby_mas 🌍
arianaxley #pioneers
burntsmurf Wonder if this was aspirational.

❤️  🌐

438 likes

SEPTEMBER 7

Add a comment...
Here's something you don't see everyday—the original wooden display and packing box that accompanied a ca. 1880 set of fifteen volumes by Charles Dickens. The American News Company in New York issued the set, which was bound in red, brown or green and, according to the publishers, was called by the author "The best edition of my books."
This bold marbled set is another gem from our Genealogy stacks.

History of Louisiana: with city and topographical maps of the state, ancient and modern; with a biography of the author, by Grace King (G976.3 G25h4 1903) #marbledmonday
#marbledpaper #books #bookstagram
#genealogy #genealogybooks
#searchingfortreasure
#readingroomfinds #ilibraries
#ilibrariesofinstagram

5h
Demonstrating two tools of the library trade. DHPSNY Preservation Specialist and Conservator Gillian Marcus uses an LED lighted pocket microscope and UV flashlight to inspect for hidden information. Material composition, repairs, damage, mold, and faded inks which are difficult to see with the naked eye, can become quite obvious with the right tools. UV light and the luminescence, or absence of, can also provide clues as to what an item is made of, or what it is not.

#dhpsny #WednesdayChallenge #iglibraries #uvflashlight #blacklight #pocketmicroscope @delibraries @kammanichcpace @uflib

Liked by delawarehistoryvault and 77 others
AUGUST 7
Add a comment...
Instead of an address below the addressee’s name, digitization technician @meghanmcccloud found what she calls a “gremlin cat” stamped on the back of this postcard. Why Ethel H. put it there remains a mystery. (Barring any cat-stamp-fluent postal workers, we’re assuming this never made it through the mail.) Let us know if you have any theories! [Raphael Tuck and Sons L113054] #caturday #postcard #catprint #librariesofinstagram

boblazell Clearly Ethel used a cat delivery service.
aeropieusticartist Manx cat...Isle of Man...conice address...

newberrylibrary @boblazell that seems to be the only logical explanation.
Got a question about our North American collections? We're here with Fran, our curator for North American Published Collections #AskACurator
We have lots of her books including the first editions of the series, published in the 1950s. Sadly none of her manuscripts #AskACurator

@Merrynelden - @merrynelden - Sep 13

Replying to @britishlibrary @Americas

Do you have anything connected to Laura Ingalls Wilder in the collection? I'd love to see one of her original manuscripts #AskACurator
Today is #AskACurator Day! #ArtAndChina curators @akmunroe, Kyung An & Xiaorui Zhu-Nowell will answer your questions from 11am EDT.
@yokoono told me after YES YOKO ONO that after her mother, she has me to thank for her life. Curators are mid-wives-@akmunroe #askacurator
Third Mind was a paradigm-shifter. But what I'm working on now is the most exciting. #ArtandChina #AskACurator @akmunroe

Lana Pajdas @LanaPajdas
@Guggenheim what exhibition project you did in the last 4-5 years are you most proud of? #AskACurator
Pick a number between 1 and 1200 and we'll reply with what #meteorite it is from our collection! @AskACurator #SESE #AskACurator
1066 is Okniny, an LL6 chondrite that fell in Ukraine, in 1834! 26+ lb fell to Earth!
bit.ly/2w9lV0O #AskACurator
@JemmaDavidson

Jemma Davidson @JemmaDavidson
Replying to @ASUMeteorites @AskACurator
1066!
Search the Meteoritical Bulletin Database

Last update: 15 Sep 2017

Search for:
- Name
- Town
- Place
- Class
- Notes
- Search text

Search type:
- All countries
- All names
- All classes
- All notes

Search limits:
- All dates
- All years
- All topics
- All types

Display:
- All names
- All notes

Publication:
- All classes

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**Okny**

**Device information**
- Name: Okny
  - This is an OFFICIAL meteorite name.
  - Abbreviation: 
  - Observed fall: 
  - Year: 1956
  - Country: Russia
  - Mass: 3.7 kg

**Classification history**
- NCMC Catalogue: 11.1.0 (2010) 1.1.0
- Recommended: 11.0
- 304 specimens classified in 2010

**Catalogue**
- Search for specimens in the National Collections and in NMM (UK)
- Search for the specimen in the National History Museum (UK)
- Search for NMM photo

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**Lunar and Planetary Institute**

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**Meteoritical Society**

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Great choice @thammoncarter - we were founded the same year! NWA 5414, an H5 chondrite, fell in 2002. bit.ly/2y79QGP #AskACurator
#OTD in 1936, Ohioan Jesse Owens won gold in the 100-meter sprint at the Berlin Olympics. It was his first of four gold medal wins there.
#OTD 1865, funeral train for Pres Lincoln arrived in Cbus, his casket laid in state in the Statehouse rotunda. ow.ly/K0be30bbNLC
These musk deer are our WebOseWednesday feature, and a benefit to noses everywhere! Cities in the 18th and 19th centuries were as much the center for foul smells as for activity and culture. This circa 1857 chromolithograph advertisement for musk cologne and scented soap is an example of the increasing popularity of perfumes, body soaps, and deodorant in the second half of the 19th century.

#BensLibrary #Flipprints #muskdeer #chromolithographs
Harrison's Musk Cologne: Musk extract

35 likes
NOW MAR 4, 2018
American Antiquarian Society

September 1 at 9:28am

Are you in the need for school supplies for your child or your classroom? Head on over to Past is Present to check out the latest blog post highlighting examples of school supplies, items from the penmanship collection, rewards of merit and more!

#backtoschool #schoolsupplies

Back to School (supplies!)

In the AAS Penmanship Collection, a group of penmanship exercises and copy books by various students, there is a poem titled “After Vacation” by an unknown pupil from the Parkerville School in Wes...

PASTISPRESENT.ORG
Past is Present

the American Antiquarian Society blog

Back to School (supplied)

In the AAS Membership Collection, a group of membership
members, and many books by various students, there is a
passionately felt. A vacation by an unknown pupil from the
Pulaski School in Dresden, Mass. No doubt. The poem is
on the last page of one of the newly added reference, and
seems out of place to someone who the refrain “Work is
coming, coming! Off! Play is coming, ending! Off!”

The letter sheets, but essentially, poems that put us in the mood
for an already entered back-to-school pencil letters. We
hope you will enjoy the selection of items pulled from
several of our favorite collections and worked against

THE SOCIETY

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goodreads

find out more
about the
American Antiquarian Society.
In celebration of #AskACurator Day on Twitter and Instagram, the RISD Museum will be hosting live Twitter chats with curators throughout the day!

Got burning questions for a curator? Head over to our Twitter/Instagram accounts at @RISDMuseum or leave one in the comments!

Twitter Chat: #askacurator

How does a curator select works of art for an exhibition? How do we decide what color to paint the walls? How are fragile works of art stored? Get behind the scenes and consult with Museum staff...

RISDMUSEUM.ORG
In the latest installment of FOCUS, Book Conservator Amber Hares treats a c. 1480 copy of the Horae Beatae Mariae Virginis belonging to West Liberty University’s Elbin Library in Liberty, West Virginia. Read more at the link in our profile. #ccaha #bookconservation #bookofhours #horaebetaemarievirginis @discoverwestlib
TREATMENT FOCUS: A 15TH CENTURY BOOK OF HOURS

August 22, 2019

The *Hours Beatae Mariae Virginis,* or book of hours, is a Christian prayer book first popular in the 15th century. These volumes compiled prayers and psalms, sometimes with individualized texts or illustrations that reflected the identity of the original owner. While every book was unique, each included the Hours of the Virgin Mary, a devotion that dictated the practice of prayers at eight fixed intervals throughout the day.

The first books of hours were exclusive to nobility and ornately decorated, featuring illustrations of bible figures and local saints. Illuminated borders adorned texts and the beginning capital letters of each prayer were often individually embellished. As cities grew and literacy rates rose, these prayer books became gradually more standardized and readily
The Art of Leveraging: Fundraising Within a Complex System

Fundraising

- Business
- Foundations
- Government
- Individuals

The Development Department

- Membership
- Major Donors
- Online Fundraising
- Annual Campaign
- Planned Giving
- Special Events
The Art of Leveraging: Internal Advocacy

- Understand, and accept, the power structure
- Understand the Development Department’s competing interests.
- Offer solutions.
- Keep them informed and share the credit.
- Share your needs and cost estimates.

Image courtesy Trenholm State Community College.
The Art of Leveraging: Creative Project Scope

- Defined Project Scope: Matching grants for restricted projects.

- Creating Leverage: Opportunities for creative project scope

- Example: Building Capacity
  - Grant: $6,000
  - Required Match: $5,000
  - Project Cost: $10,000

  Matching Funds
  - Grant: $10,000
  - Project Cost: $10,000

<table>
<thead>
<tr>
<th>Building Capacity</th>
<th>Matching Funds</th>
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<tbody>
<tr>
<td>$6,000</td>
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</tbody>
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  TOTAL: $17,000 $5,000
The Art of Leveraging: Basic Fundraising

Fundraising

- Business
- Foundations
- Government
- Individuals

- Membership
- Major Donors
- Online Fundraising
- Annual Campaign
- Planned Giving
- Special Events
The Art of Leveraging:
Other Tips

- Use social media to build anticipation.
- Leverage anniversaries to add urgency.
- Leverage approaching cultural events.
- View all gifts as opportunity for relationship-building.
Questions?

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