

Mission

The National Trust for Historic Preservation is a private, nonprofit membership organization dedicated to saving historic places and revitalizing America's communities. Its 1949 congressional charter (16 U.S.C. §§ 468 et seq) establishes the National Trust's mission "to receive donations of sites, buildings, and objects significant in American history and culture; to preserve and administer them for public benefit; and to accept, hold, and administer money, securities, or other property of whatsoever character for the purpose of carrying out the preservation program." In carrying out this mission, the National Trust provides leadership, education, advocacy, and resources to save America's diverse historic places and revitalize communities.

Messages

The following messages describe the purpose and activities of the National Trust for Historic Preservation (see *Core Message Framework*, February 2004)

- a. **Short.** The National Trust for Historic Preservation helps people protect, enhance, and enjoy the places that matter to them. Visit PreservationNation.org.
- b. **Medium.** The National Trust for Historic Preservation provides leadership, education, advocacy and resources to help people save the places that matter to them. Learn more at www.PreservationNation.org.
- d. **Long.** The National Trust for Historic Preservation is a private, nonprofit membership organization dedicated to saving historic places and revitalizing America's communities. Recipient of the National Humanities Medal, the Trust was founded in 1949 and provides leadership, education, advocacy, and resources to protect the irreplaceable places that tell America's story. Staff at the Washington, D.C., headquarters, six regional offices and 28 historic sites work with the Trust's 270,000 members and thousands of preservation groups in all 50 states. For more information, visit www.PreservationNation.org.

Eight Big Ideas of the *Next Trust Strategic Plan*

Adopted February 2004

1. Instill preservation of our historic and cultural heritage as a core value in the American people.
2. Engage one million people in preservation.
3. Greatly expand the number and diversity of historic places associated with the National Trust.
4. Be the national leader and advocate for the preservation ethic as a tool for community revitalization.
5. Launch the National Trust Institute to advance knowledge and expertise in preservation.
6. Enact new federal preservation incentives to revitalize America's older buildings for housing.
7. Create the National Endowment for Preservation.
8. Continue the journey to financial independence.

PreservationNation.org

Description. A virtual town square where people share proven tools, make connections, and get inspired to save historic places.