



SEVEN *to* SAVE

GUIDE TO SUCCESS

The *Seven to Save* program is a tool for endangered resources to gain media attention, get tailored assistance from the N.H. Preservation Alliance, and receive priority in certain grant funding opportunities.

Such a designation does not *guarantee* funding or saving. Despite best efforts, several resources have been lost to collapse or demolition since the first list appeared in 2006. Others have remained stalled.

The good news is that inclusion on the list, combined with the Alliance's help, local advocacy, strategic leveraging of existing tools, and sometimes a dose of good fortune results in many more saves than losses.

Here are the kinds of ways the Preservation Alliance helps listees:

- organizational membership for one year
- writing letters of support
- attending meetings and rallying supporters
- writing state historic register nominations
- writing conditions assessments or getting second (or third) opinions
- assistance with LCHIP or Moose Plate grants
- assistance with administrative items (issues with strategic planning, insurance, nonprofit status, etc.)
- special workshops on fundraising or window restoration
- arranging targeted media opportunities to share a project's story
- organizing volunteer work days
- inclusion in Alliance-specific emails, newsletters, and blog posts
- sharing case studies and connecting groups to similar projects
- advocating for statewide legislative policies
- engaging in the Section 106 process when federal dollars or approvals are involved

It is safe to say that the Alliance works to be a nimble resource for each project. We tailor our services to fit your needs.

Here are ten lessons compiled from past listees:

1. **Patience.** It can sometimes take years for the right plan to fall into place. Whether it's finding the perfect next owner, lining up enough funding, getting your town to agree on an outcome, or waiting for the right contractor, projects take time.
2. **Adaptability.** The best projects have champions who can adjust their vision. Sometimes that means a change in use, change in ownership, or change in scope. If something isn't working – it might be time to rethink your strategy.
3. **Find your team.** Not everyone has to be a preservationist or history buff. Find people who care about community or childcare or construction – whatever population your space may serve. By diversifying your group, you'll get new ideas and new volunteers. For those who don't like meetings, create groups that can be tapped for specific tasks.
4. **Keep it local.** Even if the resource has statewide or national significance, it is the people with local connections that are most likely to invest in the project and your vision. Broader attention is helpful but never underestimate the power of face-to-face contact like tabling at hometown events.
5. **Keep it fun.** We don't know of any project where the going was easy all the time. If there's a work day, offer food and music (maybe some beers). If people are feeling burned out, take a break. Don't take the work so seriously that no one wants to hop on the bandwagon.
6. **Sometimes it's not the building.** People make these projects happen. They can also do the opposite. If your project has been in limbo for years because of divisive town politics, in-fighting in the group, or lack of volunteers, it's best to resolve those issues first.
7. **Ignore the haters.** As one contractor put it, "don't feed the monkeys." Focus instead on the bright spots and be a beacon of positive change.
8. **Give thanks.** Be prompt with thank you cards and shower donors and volunteers with appreciation.
9. **Celebrate.** When you're in the weeds of a project, sometimes it's difficult to see progress. Celebrate the steps, however small they may be.
10. **Use your resources.** You're not alone. The Alliance is here to guide you through these saves and connect you to the people you need. Call us, email us, and invite us to events. We are your cheerleaders.

FAQs

How do I know if my project has statewide appeal?

Perhaps a midcentury bank building is the last of its kind in your area. Or your schoolhouse is threatened by a multi-town road widening project. Maybe a social hall built for an immigrant population tells an untold story. These tend to work best for a statewide list.

What properties are *not* good fits for *Seven to Save*?

Our selection committee looks for broad support for properties before listing them. We recognize that endangered properties are sometimes contentious issues, especially when private property is involved. We recommend the nominators reach out to the owners before submission.

Other applicants that are less successful include properties that are unlikely to be saved (whether due to condition or unrealistic timelines) or resources that have basic maintenance backlogs.

What does *Seven to Save* designation get listees?

Past listees report that the designation was a powerful communication tool and that the listing helped attract new allies and investors.

Please note that there is no direct monetary award for those listed to *Seven to Save*, but our office works closely with successful nominations to match our services with your needs.

What if my nomination is not accepted?

Seven to Save can be competitive. If your property is not accepted, don't take it personally and don't worry. The Alliance learns about projects through this nomination process and can follow-up with field service.

We have many success stories from historic resources that applied to *Seven to Save* but were not selected. Many of these resources went on to be saved and even win awards.

How can I contribute to a *Seven to Save* property?

You have a few options. This program requires a lot of field service and staff time from the Alliance. We welcome donations on our [website](#).

If a listee resonated with you, please consider contacting the responsible party and offering a donation, your time, or your expertise.