



## Top 10 Ways to Leverage Your Involvement in the Commemoration

### 1. Event Calendar

- a. Tell us about programs or events that relate to the 2019 Commemoration, American Evolution and we will feature them to our national audience via the 2019 Commemoration Partner Program Calendar

### 2. Interact with us on Social Media

- a. Follow us on social media and tag us in your posts (@Commemoration2019). Join the global Commemoration discussion with the following hashtags:
  - i. #AmericanEvolution
  - ii. #AE2019

### 3. Statewide Programming Cycles

- a. Link your existing programs and events to our ongoing themed programming cycles. Click [HERE](#) to see programming ideas for Changemakers, America: Made in Virginia, or the Virginia Customs, Cultures, and Cuisine Festival.

### 4. Use our Promotional Templates

- a. Publicize your site, programs, or events with sample social media, newsletters, or press releases.

### 5. Post to AE Stories

- a. Here's where history meets real life. **American Evolution Stories** is a digital storytelling platform benefiting from our marketing dollars and a nationwide audience that can give you valuable exposure in diverse markets. Tell us stories from your site or community, or check out our themed prompts for some inspiration.

### 6. Sell our Merchandise

- a. Keep a piece of the Commemoration with you long after 2019. Sell Commemoration merchandise in your gift store or encourage local shops to carry





these pieces of Virginia History & promote your connection to the Commemoration while helping your bottom line.

**7. Host our Documentary**

- a. Give your patrons, community, or donors their own viewing of our documentary, *Evolution of America: 1619-2019*. This one hour documentary is created for a national audience and through narration from Virginia and national leaders, explores the significance 1619 and how it still resonates today.

**8. Feature our traveling exhibit**

- a. The Great Charter and the General Assembly is a set of pull-up banners for statewide distribution to partners. The content highlights the historical origins of the Virginia General Assembly in the Great Charter of 1618, which abolished martial law, allowed property to shift to private ownership, and authorized the governor to summon a General Assembly to act on legislation. The exhibition includes the legacy of representative government, which became the model adopted for the establishment of the government of the United States.

**9. Create a regional partnership**

- a. We have over 250 partners around the state just like you. Get in touch via our partner directory for co-programming or promotion opportunities. Consider hosting a progressive tour with multiple sites, or a walking/ biking tour to get involved.

**10. Send us pictures**

- a. We want to know how you're commemorating 2019! Send us pictures, tag us in your social media posts, and keep us in the loop. Pictures will be featured in our online gallery.

