

Notes from CCHS Breakfast Discussion  
May 29, 2015 17 members came  
From Beverly Lane

Challenges were shared and the top ones were:

- Getting new members, especially younger people
- Space for artifacts and objects
- Hosting good program speakers
- Marketing the organization
- Fundraising effectively
- Others: getting collections documented, encouraging meeting attendance, getting volunteers to be more active and take responsible jobs, training docents, encouraging awareness of history and its importance

Suggestions

- Be open to new members and give them a job right away
- Encourage young people to help with technology
- In providing local history information and activities for third graders, provide special invitations to third grade parents to become members, volunteer
- In any programs, press releases, conversations invite people to join
- Marketing ideas: cultivate local newspaper editors and columnists, report on activities to the local city council and county supervisors (use public time of 2-3 minutes), us radio public service announcements (PSAs), provide speakers to local service, women's clubs, take videos of programs and share them.
- Look for program speakers in the local newspaper or on-line papers; line up pioneer family members to tell their stories
- Secure space for collections. Always hard to do but very important for the future. Use mobile container units which can be climate controlled. Put alarms in place. In museum displays, be sure to put smaller items under glass and/or lock. Keep close control over keys.