



M.A.P. RESOURCE BOOK
(MESSAGING, ASSETS, PROMOTION)

PREPARED BY AUTHENTICITY BRAND STRATEGIES
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PURPOSE

The purpose of this document is to provide county-specific, local-level tips and resources that will address previously identified needs, frustrations, and roadblocks and supplement the vast resources prepared by SC250 and its hired advertising agency at the state level. Please refer to the Resource Page for convenient links to existing resource materials.

By focusing on Messaging, Assets, and Promotions (M.A.P.) we hope to give you and your team specific tools that will help you tell your wonderful revolutionary era stories in a way that resonates with your community and visitors, and help you design promotions that leverage your community assets, educates and engages people, and creates economic opportunities for your local businesses.

HERITAGE TOURISM

We all know that tourism strengthens local economies by creating jobs and small business opportunities and supporting overnight accommodations. South Carolina attracts millions of tourists every year. In 2022, the state hit a record high for tourism spending, with the hospitality industry infusing \$29 billion into local economies. Cultural heritage tourism refers to those who are “traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present.” This type of tourism accounts for a \$327 million annual boost to the South Carolina economy and can help justify the protection and preservation of our natural and cultural resources, which improves the quality of life for visitors as well as locals.

People who include heritage tourism in their travels tend to:

- Stay longer at their destinations, including an overnight stay
- Visit a wider geographic area
- Put more money into the economy than other types of tourists
- Want a full immersive experience, so are more likely to shop and eat local than at chains

Why Should We Care? Tips for using tourism data:

- Apply for grants and private funding.
- Use in press releases and when talking to the media about your work
- Share with elected officials to increase awareness of the economic importance of your committee’s work.
- Use to help bring in partners in tourism and downtown development fields. Supporting your work helps bring a new demographic of visitors to your county.

Why are people visiting Laurens County?

- Old 96 District
- Presbyterian College
- Outdoor Recreation Hunting/Hiking
- Visiting the city of Laurens

HISTORICAL ASSETS

Your committee has already done a fantastic job of identifying your Revolutionary War Era historical assets and has no doubt been working for years to preserve, maintain, and promote these sites and archival treasures. Bottomless amounts of commitment and passion have gone into this work, and it shows. The task of getting these assets ready for the upcoming Sestercentennial celebration and the visitors it will bring can seem daunting, given the limited resources available to your local committee.

IDENTIFIED LOCAL REV WAR ASSETS:

- MUSGROVE MILL (SHARED WITH SPARTAN-BURG AND UNION COUNTIES)
- HAMMONDS OLD STORE
- HAYES STATION
- ROSEMONT PLANTATION
- FT. LINDLEY
- HOLLINGSWOTH MILL - FT. RIDGEWAY
- LIBERTY SPRINGS
- FT. WILLIAMS - BATTLE OF MUDLICK CREEK
- THE DICEY LANGSTON HOMEPLACE
- KELLETT'S BLOCKHOUSE
- RUTLEDGE FORD

Here are some tips to help prioritize which sites you should put at the top of your to-do list:

- Which tells a story that is most relatable to the widest audience?
- Which is most accessible? - parking, easy to find, interpretive information, staffed
- Which is your “Low Hanging Fruit?” - What can you get ready the fastest?
- Which will have the greatest economic impact? - Which will have the most significant impact on heritage tourism in our area?
- Which site has the best support? - benefactors or partners willing to contribute funds and effort to complete or improve? What can you delegate to outside sources?
- What sites can be funded? - easily obtained through grants, private investment, and/or government collaboration?

COMMUNITY ASSETS

The work of preserving and promoting historical assets in your county can sometimes seem beyond the reach of your small committee of volunteers. Community asset mapping helps you identify, affirm, and call upon the gifts, resources, skills, and knowledge that already exist in your community. There are typically seven forms of assets: physical, human, social, financial, environmental, political, and cultural. Each of these assets play a unique role in your community, and many of them have matching missions and would make great partners.

- 3 INTERSTATES THROUGH COUNTY
- TOURISM IS A FOCUS
- LARGE NUMBER OF REVWAR EVENTS & SITES
- “GREENER SIDE OF GREENVILLE”
- 2 SCHOOL DISTRICTS
- CLINTON, CROSS HILL & FT INN (3 MAIN STREET COMMUNITIES)
- PC
- LAURENS COUNTY TRAIL ASSOCIATION
- DAR/SAR
- LIBRARY
- MT VERNON LADIES ASSOC.
- PAIA - CHEROKEE
- JOE ADAIR EDUCATION CENTER
- GENEALOGICAL SOCIETY
- ROSEMONT PRESERVATION SOCIETY
- SCATR
- UPPER SAVANNAH AREA COG
- CHAMBER
- COUNTY MUSEUM
- COUNTY COUNCIL
- PALMETTO TRAIL
- SWAMP RABBIT TRAIL
- CHURCHES
- NATURAL RESOURCES
- THORNWELL
- MUSGROVE MILL STATE PARK
- LC THEATER
- THE CAPITAL THEATER
- VOLUNTEERS

MESSAGING AND COMMUNICATION

Messaging simply refers to the way that you talk to the public about the exciting work that your committee is doing. If you align all of your stories, press releases, printed and digital marketing materials, and events with your goals and your audiences, you will have much more success in increasing engagement and interest in your county's Revolutionary Era assets. By focusing all of your marketing communications around your unique key phrases, your messaging will be clear, concise, and memorable.

LOCAL KEY MESSAGING PHRASES

- SCENIC, LUSH TRAILS
- GREENER SIDE OF GREENVILLE/GREENWOOD
- PALMETTO TRAIL
- HIDDEN GEMS
- 1770-1783
- CONTRIBUTION TO FOUNDING OF U.S.
- MAKE THE STORIES OF INDEPENDENCE COME ALIVE
- LIBERTY WAS WON HERE
- ABBEVILLE'S HISTORY IS AMERICA'S HISTORY
- REVOLUTION WAS MORE THAN A WAR
- "REVOLUTIONARY TRAITS": FREEDOM, LIBERTY, EQUALITY, OPPORTUNITY, COURAGE, TRUTH,
- HOPE TOLERANCE, DIVERSITY, GRIT, RESILIENCE
- AMERICAN INDEPENDENCE IS A "WORK IN PROGRESS"
- LEARN HISTORY IN ORDER TO MAKE AMERICA BETTER
- VISIONS OF FREEDOM
- COMMON GROUND
- GATHERING OF VOICES
- HISTORIC PLACES CARRY OUR STORIES OF STRUGGLE AND CONNECTION TO ONE ANOTHER
- AMERICA'S STORY IS STILL BEING WRITTEN AND "YOU" ARE PART OF IT

AUDIENCES

When sharing your unique historical assets, it is important for each county to consider the various reasons why people may be interested in them. People have different motives for interacting with your county's American Revolution assets, so it's essential to think about these different audiences. This will help you communicate directly with them, plan targeted promotions, and create relevant materials to ensure they can easily find the information they are looking for. Doing so will not only increase the interest and number of visitors to your RevWar sites but will also have a significant impact on tourism and economic opportunities in your community.

GENEALOGIST

In recent years, genealogical tourism has become increasingly popular due to the accessibility of information through DNA testing and digitization of marriage and vital records. When people travel to visit family and friends, they often take time to engage in self-guided cultural activities, including visits to museums and historic sites. Genealogical tourists are interested in exploring the connection between historical events and their families, as well as learning about their familial legacy and strengthening their own family connections by delving into their history. 78% of Americans want to know more about their family history and are traveling to discover their roots and connection to a specific place. They may travel from across the country or be visiting from England to learn of their family's involvement in the American Revolution. These visitors may be retirees or families of multi-generational ages who are seeking to learn about their ancestors' stories, their lives, and the historical events they were connected to. This audience is also interested in understanding the hardships their ancestors overcame. For many, especially visitors with African American or Native American ancestry, this could be a journey of bittersweet emotional reflection.

TIPS for involving genealogical tourists in your SC250 Activities:

- Host “Family Tree” days with access to genealogical tools and experts. These events could also be in collaboration with larger county/city planned events and festivals
- Highlight resources available in a brief, easy to navigate document and/or signage
- Create a map of local churches and cemeteries for easy location
- Communicate with home base (visitor’s center/chamber) about resources available for this audience
- Connect historic site visits with opportunities to do family research via QR codes, brochure boxes, etc.
- Provide easy opportunities for this audience to share their story and research via a dedicated Facebook Page, options to email stories, amateur historian contests, etc. Acknowledge their skills and valuable contribution to the greater story of the county.

AMATEUR HISTORIAN

When it comes to American Revolution tourism and involvement, a large portion of visitors are amateur historians who are very interested in how your local site connects with the greater story of the fight for American independence. These visitors may be local or come from other areas in South Carolina or the region. They want to learn about the battles, skirmishes, and lifestyle during the Revolutionary time. They are also interested in knowing how the assets have been preserved and what led to their identification, and they like to view archival documents and artifacts such as buttons, bullets, and weaponry that help convey the story of the place and time beyond words.

This audience is mostly male, aged 60 and older, and they will be interested in attending historical reenactments and connecting with other amateur historians in the area. This group will already have some basic knowledge, but they will be interested in small details and untold stories that they haven’t read about in books. Part of the reason why they are coming is to confirm what they’ve already learned through other resources and to help connect the dots between, perhaps, another site they have visited previously. They can find this connection by visiting the actual location of the historical event and immersing themselves in the place itself.

TIPS for involving historical tourists in your SC250 Activities:

- Provide engaging research and “behind the scenes” opportunities to make them feel they are getting access to VIP information
- Schedule lectures and workshops
- Create ways for visitors to have access to archival documents and artifacts
- Stage reenactments
- Create photo opportunities so amateur historians can document their visit
- Connect the dots of revolutionary tales by collaborating with neighboring sites and counties
- Allow for a place for this audience to contribute stories, artifacts, and research both physically and digitally through social media groups and discussion boards
- Acknowledge contributions made by this audience by highlighting their personal stories and recognizing them on social media, newsletters, commission meetings, etc.

INTENTIONAL VISITOR

The intentional visitor is someone who plans to visit your county for a specific purpose. They may be visiting family, shopping in the downtown area, antiquing, attending a regional sporting event or attending a festival. They may also be interested in the history of the area beyond the Revolutionary War, such as the Civil War era historical assets. These visitors may be here to enjoy outdoor recreation or camping and may be looking for side trips to enhance their experience. Although they may have limited knowledge of the area, they are curious and have a desire to explore and learn more about the region.

To make the history of the area accessible and interesting to tourists who are visiting for shopping and dining, a community can offer guided tours, create interactive exhibits and displays, and provide informational brochures or pamphlets that highlight the history and significance of local landmarks and attractions. Additionally, hosting cultural events and festivals that showcase the area's history and traditions can provide an immersive experience for visitors, allowing them to learn about the history of the place while enjoying the local cuisine, music, and art.

TIPS for involving intentional tourists in your SC250 Activities:

- Create “Did you also know?” QR codes or brochures in locations that visitors normally are drawn to for non-history related opportunities (Museums, colleges, recreation facilities, local shops etc)
- Partner with other counties to create visitor trails, and connect one historical asset to another
- Educate local business owners, hotels, Airbnbs on your initiatives
- Have a branded booth at events and festivals
- On high-visitor days, have people in period costume telling stories of the Revolutionary Era
- Have easy-to-view and navigate kiosks with information at visitor's center and museum
- Make sure all local and regional tourism outlets have both digital and printed information inviting visitors to explore your RevWar assets while they are in the area for other reasons.

ACCIDENTAL TOURIST

This audience category is comprised of people who are passing through an area and heading somewhere else. It can be challenging to capture their attention since you need to give them a compelling reason to stop, park their car, and explore the surroundings. They may be focused on fulfilling their basic needs, like getting gas or grabbing a quick bite, but they can also be interested in discovering more about the local community and the events that have shaped the town they are passing through. The passerby tourists provide an excellent opportunity to reach out to individuals who may not be familiar with Laurens County's wonderful assets. Collaborating with other organizations that share the same goal of targeting this audience can prove to be beneficial.

TIPS for involving passerby tourists in your SC250 Activities:

- Work with neighboring counties to drive visitors to and from each other's destinations
- Create signage that can be seen and read by car
- Place QR decals or brochures/flyers in frequented gas stations and restaurants
- Find out where this audience is heading and have informational materials there (Downtown Laurens, etc)
- Scheduled tours and talks
- Partner with others that have the matched mission of getting this demographic to stop and explore the area (restaurants, shops, museums etc)
- Ensure that the visitor's center or other “home base” has reliable hours and updated information

LOCALS

This audience consists of people of all ages and backgrounds who reside in Laurens County. They may have different opinions on the significance of the American Revolution in their community, and they may have varying levels of interest in engaging with related assets. However, the local community provides an opportunity for your committee to engage with and involve those who may not have previously been interested. Educating them on the stories and events that contributed to America's independence is crucial to building a strong community at the local level. This can be achieved by involving people of all ages, from elementary school students to retirees. Local residents play an essential role in preserving and promoting their community's historical assets, and their involvement is necessary to ensure that future generations can learn about and appreciate the area's rich heritage.

TIPS for involving locals in your SC250 Activities:

- Invite the public to your SC250 Committee Meetings.
- Have a booth at local events and festivals.
- Make it easy to find events and volunteer information.
- Work with local school districts to create opportunities for students to be engaged in your work.
- Host reenactments, walking tours, and storytelling events.
- Ask locals to contribute stories and artifacts related to the RevWar.
- Host genealogy events.
- Partner with the newspaper and other media outlets to share revolutionary era stories.
- Use social media to highlight local citizens who are involved in preserving RevWar assets or who have stories to share regarding the 250th anniversary of American independence.

UNDERREPRESENTED AUDIENCES

Within each of these audience categories, there exist subgroups of demographics that experience things from unique points of view. Think about the unheralded stories and underrepresented perspectives that can enrich both visitors' and locals' experiences in interacting with your historical assets. The more diverse and unique stories we can tell of our historic sites, the wider range of people who feel connected to them and will, in turn, help advocate for their preservation.

Refer to the resources available on the SC250 website for tips on how you can tell a more complete story.

- African American
- Native American
- Non-European Immigrants
- Children
- Women

STORYTELLING

Storytelling is at the heart of promoting and preserving our historical treasures. It helps us connect emotionally to the past and to each other. By sharing stories of people who lived through historical events, we can learn about their experiences and struggles and relate to them on a personal level. This is especially true for history that may not be our own. By learning about the struggles and triumphs of those who came before us, we can find common ground and develop a deeper sense of empathy and understanding. Through storytelling, we can create a sense of shared history and heritage and preserve it for future generations.

IDENTIFIED LOCAL STORIES:

- BLOODY BILL CUNNINGHAM
- CHEROKEE ATTACK ON FT. LINDLEY
- DICEY LANGSTON
- MARY WILLIAMS
- COL. PATRICK CUNNINGHAM
- BUGLER FOR LT. COL. WILLIAM WASHINGTON
- THE RELATIONSHIP WITH THE CHEROKEES WAS MORE IMPORTANT TO THE SETTLERS IN THE LITTLE RIVER DISTRICT THAN THE RELATIONSHIP WITH THE BRITISH
- EDUCATE
- ENGAGE
- INSPIRE
- CIVIC ENGAGEMENT
- UNHERALDED
- ENGAGE THE UNENGAGED
- QUALITY OF LIFE
- ECONOMIC DEVELOPMENT

TYPES OF STORIES THAT YOUR COMMITTEE CAN SHARE:

- First Person Stakeholder Stories - committee members, volunteers, descendants, museum and library employees, elected officials, small business owners
- Sample questions to help get a good story
- What's your "why"? Why are you involved in the SC250 Initiative?
- What about the Revolutionary Era is most exciting/meaningful/interesting to you?
- How can you relate to the characters in our local Revolutionary tales?
- Unheralded and Underrepresented - Women, Children, those of African, Native American, and other non-European descent
- A lot of times, written history doesn't include all perspectives. You can make a story more relevant to a larger audience by telling it from the point of view of an unheard voice, such as a conversation that a wife would have had with her husband before he went into battle.
- Historical Talks & Tours - these are your historical, heavily fact-based presentations that share the important preservation and documentation work that many of your volunteers are working on.
- Reenactments - Everyone loves a battle reenactment! Even if your county was not home to a significant battle, any story can be creatively told through reenactment.
- Folktales - Our country has a wonderful tradition of passing down oral history. Sharing folktales, even those that may bend the truth a bit, is a great way to get people interested in the revolutionary era. Once you have piqued their interest, they will be open to hearing about more historically accurate stories.
- Broader stories of 250 years of America's continuous strive for independence - Our country's revolutionary spirit and strive for independence did not end on July 4, 1776. Find and celebrate the current or more recent stories of those in your community who embody the revolutionary spirit! Refer to the America250 campaign for examples of how others are doing this.

SHARE YOUR STORIES

We've heard you tell your local Revolutionary stories, we know how compelling, relatable, and unforgettable they are. Make sure you are intentional about finding avenues to share them with the greater public.

Tips to share your stories:

- Create short videos to share through social media
- Share stories on your local history-focused social media groups
- Share your stories with SC250, SC Battleground Preservation Trust, and other state and national organizations focused on the Sestercentennial
- Connect with travel writers and tourism professionals
- Engage social media influencers
- Host a storytelling event or reenactment
- Have children retell the stories

MARKETING STRATEGIES

The Laurens250 committee has identified several potential marketing strategies to help promote their Revolutionary War Assets:

- **RIBBON CUTTING EVENTS - HAMMONDS STORE, HAYES STATION & ROSEMONT**
- **POSTER/ESSAY CONTEST**
- **PLAYS & LECTURES**
- **EDUCATION**
- **KAYAKING, BUS, CYCLING, & DRIVING TOURS**
- **"CYCLING THROUGH HISTORY"**
- **BROCHURES (SPECIFIC TO EACH TOWN)**
- **CYCLING THROUGH HISTORY**
- **DRIVING TOUR**
- **VISITOR ITINERARY**
- **CHURCH TOUR**
- **CEMETERY TOUR**
- **CITY OF LAURENS JULY 4TH CELEBRATION**
- **MARKETING - SHORTER VIDEOS TO BE USED ON SOCIAL MEDIA, ETC**

PROMOTIONAL EVENTS

Inviting locals and visitors to engage with your county's Revolutionary Era assets during the 250 celebrations and beyond through promotions and events will bring the stories to life, increase engagement, and build awareness of your county's rich history. Each committee has its own set of assets, budget concerns, and support structure that will need to be evaluated to determine a realistic plan for promotions. The SC250 Commission has laid out some great promotional ideas on its website (see resource page).

Here are some types of events to get you started brainstorming:

- County Kickoff - -get people excited, sign up for info, and volunteer.
- Storytelling Festival
- Reenactments
- Legislature Awareness
- Fundraisers/Gala
- Educational/Kid Friendly
- Volunteer Appreciation
- Local business/chamber after-hours
- Tours
- Academic Lecture Series
- Genealogy Workshops

Planning for relevant and engaging promotional events that reach all of your audiences can seem like a daunting task for your already overworked committee of volunteers.

Here are some tips to help ease the burden:

- Follow the tip sheet provided by Liberty Live on the SC250 webpage (link in resources)
- Tag onto existing events and festivals in your community so you aren't responsible for the full planning and organizing. Purchase a branded tent and table cover and host a booth. Have someone dressed up in period attire walking through the crowd. Make sure you have volunteer sign-up and (if desired) support and donor information.
- Events can have a broader theme than the American Revolution. For example, Colonial Times, Laurens History, Finding Your Family Tree, Stories of Laurens, etc. Widening your scope may help you find partners to help plan and host the event.
- When possible, connect with local businesses to co-host your activities. For example, host a genealogy workshop at a local tap room or coffee shop, a calligraphy workshop at a local stationery store, or bring colonial-era games to play at a child-centered business.
- Plan events far in advance. Break them up into steps and small goals. Make sure you have a budget.
- Determine what promotions you will be hosting and make a commitment to them. There may be new ideas that come up, but try to stick with your original plan to avoid burnout and confusion. Find ways to delegate any ideas for promotions to other organizations once your plate is full. (ie, "That sounds like a wonderful idea; we have our promotions for the 250 already decided on, but if we can help your group with any details, just let us know.") Having a plan makes it easier to stay focused and avoid overload.
- Play on your strengths, get creative with your events based on the talents and interests of your committees and volunteers
- Partner, Partner, Partner.... With neighboring counties, non-profit organizations, schools, merchants associations, and historical organizations. There is no need to do this work alone!

PRINTED COLLATERAL

It is essential to have both digital and printed informational materials to help let people know about the work you are doing. Printed material is a great way to present a lasting reminder for upcoming events or to let people know how they can get involved.

Here are some suggested products that you can design to promote your Revolutionary sites and events:

- Postcards - very light on information, heavy on design and images. These can be used as direct mailers to call for volunteers and donors, for save the dates and invitations, or handouts to spur interest
- Rack Card - slightly larger format. Enables you to provide small bits of information and can be placed at visitor centers, rest areas, local merchants, museums, chambers, etc, or distributed at events and meetings
- Flyers - can hold more images and information but should still be easy to read and simplified. These can be placed in windows at local shops, on bulletin boards, etc. Flyers should catch people's eyes as they walk by them and be one-sided.
- Booklets - longer format and can hold all of the detailed historical information about your assets. These are the documents that the smaller and simpler material can refer to for more information. They should have a nicely designed cover that carries the local 250 branding and should be available digitally.
- Displays - invest in SC250 branded floor and tabletop displays that can hold all of your printed materials. These will help visually draw attention and can be easily transported to conferences and events.
- Signage - having some local 250 yard signs and or banners that can be taken to events is one more layer to creating a solid brand message for your committee. These can be used for photo opportunities and at media events as well.

DESIGN TIPS:

- Make sure to refer to the County Committee Toolkit created by the state PR firm (see resource page) for all specifications regarding colors, fonts, imagery, and style.
- Use your county-specific branding when possible.
- Free sites such as Canva make it easy to create graphics that match the SC250 branding.
- Try to be as consistent as possible with the designs of printed materials. They should all have the same look and feel.
- Keep your info image heavy and text light. Less is more. Most of your material should be a teaser that can draw the reader to visit a website or museum to learn more.
- Keep text generic to avoid having to reprint if dates or details change. Include a QR code or link to digital information that you can keep up to date much more efficiently.
- Red and blue are tricky when used together; be aware that when next to each other, they create a three-dimensional illusion. Use white or cream to separate them.
- Gather some high-quality, high-resolution images of your assets or stock images that are similar to the stories you are telling. Keep these available for committee members to use.
- Avoid grainy or over-pixelated images. It's better not to have than to have a bad-quality graphic.
- Try to find a professional designer to help you with this. If your committee does not have access to a graphic designer, consider applying for grant money to hire an outside professional to create your collateral for you. This material is the first impression many people have of your county's historic offerings.
- If brochures are to be displayed at SC Welcome Centers, confirm that they meet their design requirements. (see resource page)

DIGITAL COLLATERAL

A good mix of print and digital communication will ensure that you are reaching as many potential audience members as possible. Please don't feel overwhelmed and obligated to have a huge social media presence. If you have a member who has the time and skill to help you with it, that's fantastic. If not, here are some tips to make the most impact:

WEBSITE TIPS:

- LaurensCounty250 is the website dedicated to the initiative. Very informative, well, up-to-date, and complete. Has a prominent button for people to get involved. This is a great example for other committees to follow.
- This site should have events listed, contact information, and links to info on your top sites. It should easily tell people how they can get involved, how they can support your work or send in stories, etc., and where they can physically go when coming to the area to learn more (aka your "home base")
- Link this landing page to any place where people will be going online looking for information related to heritage tourism (city, county, and regional tourism, chamber of commerce, county, and city government sites, neighboring counties, museums, historical societies, SC250, etc.) Better yet, ask to partner with an existing page and have them host your landing page.
- Think beyond the 250 celebration when naming your domain. For example, "McCormickcounty250.com" will be irrelevant ten years from now, but "historicmccormickcounty.com" is timeless.

SOCIAL MEDIA TIPS:

- The Facebook group for Laurens County250 is active and very well organized and laid out.
- Join other community and local history FB groups and share everything you're doing on those sites. That will get you the exposure without having to actually manage a page.
- Tag tourism and historic pages in your posts so they can share
- First-person stories accompanied by a simple photo are extremely relatable. You can post short stories of your committee members, local historians, and young people who are involved in your work. For examples of this format, see the Humans of New York project.
- Create an event through Facebook and use it as a landing page to keep participants up to date with last-minute changes. These events will show up on community members' feeds who may not be familiar with the SC250 project, so it's a great way to reach new people. You can also share the events on the community pages listed above.
- Use the hashtag #sc250 to connect your post to the state commission.

PHOTOGRAPHY & VIDEO TIPS:

- Pull together a collection of high-quality images that relate to your goals and resonate with your audiences. Digitize these images and share them as part of your unique county branding (along with your logo, fonts, colors, etc). If you have limited quality images available, find some stock revolutionary era photos on a site like Shutterstock or Adobe Stock that you feel best relate to your locations.
- Short videos highlighting your physical sites, interviewing your local historians, or showing interesting reenactments do really well to engage your audience. Keep in mind that vertical videos are best for TikTok and social media reels, whereas horizontally formatted videos are best for TV, web, and presentations. If someone is filming a special event for you, try to capture both formats.

COMMITTEE STRUCTURE & MEETINGS

The state SC250 Commission has laid out procedures and advice for how to set up a successful committee and build a coalition around the work you are doing. (see Resource Page)

From a marketing and promotion standpoint, here are a few additional tips to keep in mind:

- Create a checklist of the skills you would like to have access to and try and recruit volunteers with that skill set to serve on your committee and subcommittees (photography, event planning, design, marketing, performing arts, etc.)
- Designate subcommittees to focus on specific goals and tasks such as event planning, social media, and storytelling.
- Have a variety of involvement levels to accommodate those who may not be able to commit to the full responsibilities of being a committee member (sub-committees, task forces, project-specific work groups)
- Try to keep meetings to under an hour and a half. Have an agenda and stick to it.
- Dedicate a timeframe for members to share about their work and celebrate successes, and make sure you let them know in advance how much time they will have to present. This may seem harsh at first, but everyone will appreciate you staying on schedule.
- In order to respect committee members' and volunteers' time, schedule additional optional opportunities for your group to get together, share stories, network, and brainstorm ideas outside of your regularly scheduled meetings.

VOLUNTEERS

What would your committee be without the passionate work of its volunteers? We know how hard they work and that, for most of them, this work is a lifelong commitment that won't end on July 4, 2026.

Here are some tips to help you recruit, engage, and thank your wonderful volunteers:

- Make it EASY - have a combination of printed and digital avenues to sign people up to be involved.
- Follow up IMMEDIATELY with tasks - if you don't have anything lined up right away, send a thank you email and continually give them updates until you do.
- Think about WHY people volunteer - Recognize their efforts at all levels, empathize that they are busy but still committed to helping out. This will create meaningful connections and keep them engaged.
- Recognize your volunteers - Through shout-outs at meetings, through social media, to state commission, and ANY WAY POSSIBLE. People love to be recognized for their efforts.
- Get fun swag - make them feel they are part of the cool "250 Club".
- Listen to their ideas - allow them to make meaningful contributions, not just be a worker bee.
- Think outside the box - engaging community members that you may initially think have nothing to do with RevWar will bring unique insight and innovation to your projects.

FUNDRAISING

There are tremendous grant opportunities available through the SC250 Commission and other state and national organizations dedicated to the preservation and promotion of our historic treasures (see Resource Page)

Here are some additional ways that you can let the public support your committee through donations.

- Event Sponsors
- Project Sponsors
- Friends of Laurens250
- Raffles at events
- GoFundMe to support specific projects
- Direct mail piece - to ask for story and artifact submissions, volunteers, donations

Fundraising Tips:

- Be ready to receive \$ - if someone were to come to you with a check today, could you take it?
- Easy donation link - if possible, have a way that people can donate online.
- Dedicate planning time to lay out your budget needs and funding sources. See how much you have and how much you need. Then, develop a list of support levels and donor options, including dollar amounts, that you can easily share with anyone interested in supporting your work.
- Investigate the family roots of Laurens County. Are there descendants of Revolutionary era characters that would be interested in supporting and learning more about your committee's work? In addition to financial support, these people may be great resources for anecdotes and documents that can help you better tell the story of your local event.
- Local industries, banks, educational institutions, and healthcare systems often have commitments in their budget to support community initiatives.
- Make sure your city and county government administrators and local officials are aware of what you are doing. They may know of economic/community development and tourism funds that can be appropriated to support the development and promotion of your historic sites.
- Thank you. Thank you! Thank You!! Get ready for donations in advance, so you have something you can quickly send out to those donors for their contributions.

CELEBRATE SUCCESSES

So many times, it's difficult for us to see how much we've accomplished when we're deeply involved in a project, to take time to realize how far we have come and what we've achieved. We are here to tell you that you are doing amazing things! We see you moving the needle, taking bites of the elephant, and making it HAPPEN! We are all looking forward to July 2026, but in order to keep our committee members, community, and volunteers interested, we must make it a priority to celebrate success NOW!

- Celebrate every milestone and success - Make it fun! Have FOOD!
- Share online, with media, with the state SC250 commission, and in newsletters - This will create a FOMO effect and build momentum for what you are doing.
- Give out fun awards and other recognitions.
- Be intentional - put time for celebration on your meeting agendas.



LAURENS COUNTY
SOUTH CAROLINA

TOUCHPOINT AUDIT

PREPARED BY AUTHENTICITY BRAND STRATEGIES
FUNDED & SUPPORTED BY SC250 COMMISSION

LAURENS 250 TOUCHPOINT AUDIT

A touchpoint audit is a traditional marketing process that evaluates how well your brand is performing in all aspects of customer interaction. In the case of your local 250 committee, we took a look at all touchpoints where visitors or locals would interact with your initiative and suggested ways you could improve. Use these recommendations to improve the way you communicate with your community and visitors. Make sure to revisit them and continually check to see if the public is able to get the information it needs easily.

Website- AUDIT:

- LaurensCounty250 is the website dedicated to the initiative. Very informative, well, up-to-date, and complete. Has a prominent button for people to get involved. This is a great example for other committees to follow.
- Laurens County Museum website has a page dedicated to the Revolutionary War that states it is still being developed and will expand. It has information about the 250 and lists email contact at sestercentennialcommittee@gmail.com.
- On the Laurens County Chamber website, there is a link to the 250 page under the Visit Laurens tab.
- VisitLaurensCounty website has a link under Things to Do that takes you to the 250 website.
- Main Street Clinton website has a link to a new site: exploreclintonsc.com, but it is not in operation.
- Main Street Laurens doesn't have a history of Laurens section but does have a link to the RevWar museum website.
- Old96 Regional Tourism site has comparatively little information about Laurens County.

TIPS:

- The only way to contact the committee via the website is through the “get involved” link, which asks for full contact information, think about having an easier “contact us” or list an email address and phone number at the bottom.
- Consider adding a “donate here” button for people to be able to support your efforts online. Link this button to the entity that will be accepting donations.
- Link your landing page to any place where people will be going online looking for information related to heritage tourism (city, county and regional tourism, chamber of commerce, museums, county and city government sites, neighboring counties, museums, SC250 etc.)
- Encourage partner organizations to have a subsection on history on their pages (see above) or to link to your home page.
- Partner with Old96 SCATR and encourage them to highlight Laurens County, and to link to your website.

Social Media- AUDIT:

Facebook:

- Laurenscounty250 page - sign up necessary, 36 followers
- Laurens County Chamber 3.5k followers
- VisitLaurensCountySC - 122 followers
- Main Street Laurens - 7.6k followers

Instagram:

- Laurenscounty250 - 105 followers
- Chamber 1.1k followers
- MainStreetLaurens 2.2k followers
- VisitLaurensCountySC 535 followers

TIPS:

- Laurenscounty250 Facebook page has a Signup button that takes you to the 250 website but not to the Get Involved page. Make it as easy as possible for people to get involved.
- Join other community FB groups (see above) and share everything you're doing on those sites. That will get you the exposure without having to actually manage a page.
- Tag tourism and historic pages in your posts so they can share
- Use the hashtags provided in the SC250 Commission guidebook

Physical Spaces

AUDIT: Visitor Center located in the Chamber Office

- Well designed, state of the art facility in the Professional Park in Clinton.
- Easy to locate on GPS/map but not in a highly visible walkable location.
- Doesn't appear to have weekend hours.
- This location does not appear when searching for "visitors center near me" in Laurens County.

TIPS:

- Conduct an internal audit of all places and online sites that hours and phone numbers are listed for visitors centers to ensure all are correct.
- Place a window cling or flyer with QR in the window of the visitor center so people can get access to info even if the physical space is closed.
- Put a branded kiosk in physical spaces containing information about local RevWar assets.
- Make sure employees and volunteers of these spaces are knowledgeable about your resources and upcoming events and can guide visitors to sites, historical and genealogical information.
- Due to the size of Lauren's County, consider having satellite physical locations elsewhere in the county.

News Coverage-

AUDIT:

- A Google search of "Laurens County Rev War" resulted in two news articles. One from August of 2022 regarding a Rev War driving tour to be set up. The article included an interview with Durante Ashmore.
- The second article is from August of 2023 and announces the acquisition of Hammond's Store Battlefield and its inclusion in the Liberty Trail.

TIPS:

- Craft a press release announcing the committee and your vision for Laurens County's celebration in 2026.
- Invite the local media to your committee meetings and events - Always have an info sheet for them that has details of your work, how people can get involved, and any upcoming events.
- Invite a member of the media to serve on your committee.
- Prepare press releases for all events and milestones.
- Consider writing letters to the editor or for additional exposure.

Phone Number

AUDIT:

- The phone number listed on the SC250 county page is 864-833-2716. This is the primary phone number for the Laurens County Chamber of Commerce office. When calling this number, Christian Taylor answered and of course knew how to answer any questions related to the Laurens 250 initiative.

TIPS:

- Christian is the point of contact however, if she is not available, ensure all others who may answer the phone have knowledge of your efforts. Create a script or one page bullet point of highlights to share.

Email

AUDIT:

- The email address listed on the SC250 website for the county contact is amunyan@laurenscounty.org. Amanda Munyan is the Laurens County Chamber President.

TIPS:

- If creating a website or any other printed materials, decide if this is the correct email address to list for questions and follow up.
- Consider a more specific email address connected to the 250 initiative, i.e.; info@laurenscountysc250.com

SECRET TOURIST FEEDBACK

In addition to traditional touchpoints, our team makes a “secret” visit to your county and explores it through the lens of an Accidental Tourist, one that is passing through or looking to learn more about the history but does not have any detailed knowledge of what is out there or where to go. Use this feedback to plan how you can better communicate with visitors on their journey to your RevWar sites.

Musgrove Mill State Historic Site

AUDIT:

- This state historic site is a tremendous asset. Well-marked and maintained.
- It is great that there is a historical marker outside the park entrance, so visitors can get information about the battle even when the park is closed.
- Great outdoor spaces along the river for festivals or reenactments
- No camping, people usually camp at Croft State Park and come over for the day.
- The attendant was very knowledgeable. She explained the reenactment that is done every April and directed me to the website for more information.
- Outside the building, there is a QR code with information as well as recommendations for other sites to visit in the area.
- There are brown signs located at the I-26 exit coming onto highway 56.

TIPS:

- This is where a lot of your tourists are coming from - have printed itineraries or history trail maps to guide them to “what’s next.”
- Meet with state park attendants and share your initiative with them.
- Co-host events at the park. Invite the park to participate in satellite events throughout the county.
- Partner with naturalists at the park to develop programming combining the natural and political history of the era.
- Clinton is about ten minutes away, perhaps create some signage directing visitors to visit Clinton next.

Downtown Laurens

AUDIT:

- Laurens as a city clearly values heritage tourism.
- The renovation of the court house is first class. Even though the courthouse was built post RevWar era, there are opportunities to highlight the history of the county. This building will serve as a backdrop for the July 4th celebrations.
- There are several thriving shops and restaurants around the town square.
- City Hall is very prominent on the square. Make sure that employees have knowledge of your initiative to share with any visitors who may stop in.

TIPS:

- Even though the courthouse was built post RevWar era, opportunities like this are a great chance to highlight the history of the county. Make sure to have a presence at any grand opening celebrations and ask to share about the 250 work you're doing.
- Create itineraries for visitors that include where to shop, eat, and stay.
- Talk to businesses about sponsoring some of your promotional events. This may seem awkward, but remember that sponsorship benefits THEM, too, by getting them in front of new audiences. Make sure to thank them and put their logo on everything you can.

Old 96 District Tourism Commission

AUDIT:

- Located in downtown Laurens, this is what shows up when searching "visitor's center near me"
- The GPS location directs you to the court house, which is being renovated.
- The actual location is on the square. It is closed to visitors, there is a sign with a phone number to call for more information.

TIPS:

- Since this location shows up on GPS, have something posted on the door to send them to the Laurens County Museum locally, and a QR directing them to the chamber.

Laurens County Museum/The Library and Museum of Revolutionary War History

AUDIT:

- Museum of Revolutionary War shows up on Google searches. Has a location for W Laurens St, but it is not at that location
- Went to the Laurens County Museum. This appears to be the new home of the RevWar Museum, but that is not clear.
- Upon entering, there is a large and legible map of the Revolutionary War assets and trail. There was information about scheduled RevWar Talks as well.
- Two of the employees/volunteers were very knowledgeable about the sites, and explained that there is a lot of work being done in preparation for the 250th. Gave me an old poster-sized map of the history of Laurens County.

TIPS:

- This would be a fantastic location for a SC250 branded information kiosk.
- This location could serve as a satellite visitors center.

Hayes Station

AUDIT:

- This site is located on private property at the end of a nicely paved road. This is a work in progress but easy to find.

TIPS:

- Have signage from Hammonds Store to Hayes Station. Think about the connectivity of regionally located sites, where are people coming from, and where they should go next.

Hammonds Store Battlefield

AUDIT:

- Green Plan Rd is well marked and maintained.
- New parking lot and kiosk. We visited after a heavy rain, and the gravel was in great shape.
- Landscaping has been done at the parking area.
- No signage coming into Green Plain Road from Laurens.

TIPS:

- Provide brown signs or signage coming into the site.
- Partner with a native plant society or Trees Upstate to help install and maintain landscaping. Perhaps even include a native plant educational piece to this location.
- Do what you can to connect Hammond's Store to Hayes Station and other sites in the county through branding, signage, and QR codes to show "what's next".

Cross Hill

AUDIT:

- There is a diner and a Fish Camp that both look open and popular. These could be meeting places for tours.
- Cross Hill has a nice hardware store with large windows that could be used to display maps and Rev War information.

TIPS:

- There is a great opportunity for a mural here as well. Assist the local community and check with the SC Arts Commission for funding opportunities. Perhaps county tourism funds could assist in a RevWar mural trail to highlight towns such as Cross Hill.
- Cafes, Gas Stations, Bait shops, etc, that are at the intersection of backroads ARE your economic development hubs. These locations have a direct relationship to heritage tourism in your county. It is in the best interest of these small, locally owned businesses that people come and visit your historic sites.
- See notes for other small communities for additional tips.

Rosemont

AUDIT:

- There is a historical marker for Rosemont at the intersection of Dillard Road.
- The Shrine Club has large, visible directional signage, this helped us locate the site because it was listed as next to the Shrine Club.
- There is a fairly new kiosk with well designed, legible information about the location.
- Unless you get out of your car and walk over, you have to drive over onto the boat ramp to read the sign.
- There is a map of buildings that used to be located at the site.
- The sign says to go to visitlakegreenwood.com, which redirects seamlessly to discovergreenwood.com.

TIPS:

- Partner with the Shrine Club on this project, make sure they are aware of your plans, include them in celebrations, and add them as co-hosts and sponsors. They could be a great partner and will also help keep an eye on your assets.
- Think about moving the kiosk up higher in the parking lot, building out a larger interpretive area.
- Partner with Discover Greenwood to ensure that they are sharing your trails and historic sites and vice versa.
- Host a kayaking event or boat tour and give talks about Rosemont.

Lindley's Fort

AUDIT:

- Took Fort Lindley Road all the way to Highway 252 and did not see any historical assets. GPS took me to a wooded neighborhood lot about halfway up the road.

Gray Court

AUDIT:

- The downtown/business district of Gray Court is very charming and has had recent streetscaping, parking, and lighting work done.
- Most shops are antiques. There was a diner, but we were not sure if it was open.
- There was an infilled park between two buildings which would make a good home for a history interpretation kiosk etc.
- There is a big wall on the side of the municipal building that would be great for a RevWar-related mural.

TIPS:

- Collaborating with the town of Gray Court would be a “win-win.” It would be a wonderful opportunity for Gray Court to get its name on the map and boost its economy through heritage tourism.
- Place window clings in the vacant buildings depicting Culbertsons, local battles, history driving tour maps, etc.
- Have information at city hall and make sure the city manager is aware of the mission of your project.
- Co-host a living history or other family-friendly event at the small park.
- Make sure to communicate the value of heritage tourism sites and trails to all of your small towns and downtown development agencies.
- Assist local communities in creating 250 themed banners for their light pole banners as we get closer to July 2026.

Culbertson's Back Country Settlement

AUDIT:

- Turned onto Georgia Road from Gray Court. There was no sign.
- The site is very visible in a quiet residential neighborhood.
- There is a well designed and very informative sign at the corner
- It seems that there is a drive encircling the site.
- Plenty of outdoor seating.
- This would be a very engaging place for children to visit.

TIPS:

- Place brown signs or other directional markers on main roads
- Replace the larger Culbertson Back Country Settlement sign, something that can be seen from down the road.
- Consider creating an interpretive driving trail around the property, with stories etc that can be seen from the car as visitors drive through the site. Maybe include QR codes with links to audio.
- Make sure you include the neighborhood in your plans and activities. Invite them to events, ribbon cuttings, etc. This is something they should be very proud of, and they will also be the ones who can keep an eye on the property and notify you if there are any needs.

Downtown Clinton

AUDIT:

- Clinton has the opportunity to serve as the “home base” for Musgrove Mill, Hammonds Store, and Hayes Station. To be the east Laurens County “history hub.”
- The heart of the business district is on “Musgrove” street.

TIPS:

- Determine a good location for a visitor’s center/historic information base. City Hall/MS Bailey Municipal Center could serve as a temporary location.
- Share with downtown businesses some data about what kind of people will be coming and looking for your sites and the economic impact heritage tourism brings.
- See tips for Gray Court

PREPARED BY:



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BRAND STRATEGIES

info@authenticitybrandstrategies.com 864.247.9240

FUNDED & SUPPORTED BY: SC250 COMMISSION

ADDITIONAL RESOURCES

**PREPARED BY AUTHENTICITY BRAND STRATEGIES
FUNDED & SUPPORTED BY SC250 COMMISSION**

ONLINE RESOURCES

SC250 County Organization Handbook

<https://southcarolina250.com/wp-content/uploads/SC250Handbook-5-17-22.pdf>

County Committee Design Guidelines and Communication Best Practices

<https://southcarolina250.com/local-county-250-committee/toolkit/>

Promotional Ideas

<https://southcarolina250.com/local-county-250-committee/planning-your-events/>

Economic Impact/Tourism

<https://southcarolina250.com/local-county-250-committee/economic-impact-of-tourism/>

SCPRT Marketing Tips

<https://southcarolina250.com/local-county-250-committee/economic-impact-of-tourism/>

Telling a Complete Story

<https://southcarolina250.com/local-county-250-committee/telling-a-more-complete-story/>

Committee Structure/Meetings

<https://southcarolina250.com/local-county-250-committee/pro-tips-for-running-a-meeting/>

Liberty Live Event Planning Checklist

<https://southcarolina250.com/wp-content/uploads/Liberty-Live-Event-Checklist-.pdf>

SC250 Grants Page

<https://southcarolina250.com/sc250grants/>

Funding Guidance

<https://southcarolina250.com/local-county-250-committee/funding-basic-fiscal-guidance/>

State PRT Grant programs

<https://www.scppt.com/grants?type=tourism>

SC250 Building your committee webinar

https://www.youtube.com/watch?v=15oJ_lig9gU

SC250 Grant Overview Webinar

<https://www.youtube.com/watch?v=UOD9V52qGHQ>

SC250 Bibliography

<https://southcarolina250.com/education-resources/bibliography/>

Sample travel blogger:

<https://www.roadtripsandcoffee.com/road-trip-revolutionary-war-south-carolina/>

SC Tourism Region

<https://www.scatr.com/>

SC PRT

<https://discoversouthcarolina.com>

AMERICA250

<https://america250.org/>

SC Humanities

<https://schumanities.org/>

SC Arts Commission

<https://www.southcarolinaarts.com/>

SC Dept of Archives & History

<https://scdah.sc.gov/>

SC Welcome Center Brochure Guidelines

<https://p.widencdn.net/5fsvqd/Literature-and-Coupon-Distribution-Policy>



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BRAND STRATEGIES

MARKETING STRATEGY PRIORITY SCORECARD[®]

Event or Marketing Strategy: _____

IMPACT (22 possible points)

Does this strategy address an identified organizational goal?

- Yes (3)
- No, but we believe it should be a new goal (1)
- No, it is unrelated to our organization's goals (0)

Is this a one-time event?

- Yes (0)
- No (3)

Will this strategy still be viable 15 years from now?

- Yes, with slight adjustments (3)
- Maybe (1)
- No (0)

Will this strategy provide economic opportunities for your community?

- Yes (2)
- Unsure (1)
- No (0)

List identified stories/messages that can be shared through this strategy

- _____ (1)
- _____ (1)
- _____ (1)
- _____ (1)
- _____ (1)
- _____ (1)

Which county RevWar sites will be involved?

- All of our identified sites (3)
- One or two of our identified sites (1) _____
- None of our sites (0)

Will it involve other counties?

- Yes, and they are already on board (2) _____
- Yes, but we will have to pitch the idea to them (1) _____
- No (0)

AUDIENCE (11 possible points)

What audience is it targeting?

- Genealogist (1)
- Amateur Historian (1)
- Intentional Visitor (1)
- Accidental Tourist (1)
- Underrepresented Audiences (1)
- Locals (1)

What age group is it for?

- Under 15 (1)
- 15-35 (1)
- 35-55 (1)
- Over 55 (1)

Will any of your identified community assets will be involved?

- Yes, multiple community assets will be involved (2) _____
- Yes, one community asset will be involved (1) _____
- No (0)

RESOURCES (19 possible points)

Can it be implemented with existing staff/volunteers?

- Yes (3)
- No (0)

Will you have to hire outside contractors to implement it?

- Yes (0) _____
- No (1)

What community partners can help fund or execute this strategy?

- _____ (1)
- _____ (1)
- _____ (1)

How long will it take to plan and execute?

- Less than 3 months (3)
- 3-6 months (2)
- 6-12 months (1)
- Over a year (0)

How excited is your team about this strategy, is there enthusiasm?

- Everyone involved loves the idea and is excited about it (3)
- Some of us are very excited about it, but we will have to convince others (2)
- Most people think it is a pretty good idea, but no one is passionate about it (1)
- We will have to work hard to gain support for this initiative (0)

List available team member's unique talents or skills that make this a viable project

- _____ (1)
- _____ (1)
- _____ (1)

List available unique non-human resources that make this a viable project

- _____ (1)
- _____ (1)
- _____ (1)

FUNDING (10 possible points)

Have you created a detailed budget for this project?

- Yes (2)
- No (0)

Funding the project (choose one)

- We have adequate funds currently available for this project (4)
- We have secured a non-grant source of funding (3)
- We have identified grants available for this project (1)
- We don't know cost/don't know how we can pay for it (0)

Can it be funded through a SC250 grant?

- Yes (2)
- No (0)

Will you need to request local government funding?

- Yes (0)
- Yes, but the process will be very quick and has already been discussed (1)
- No (2)



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BRAND STRATEGIES

LOCAL SC250 MARKETING STRATEGIES
WORKPLAN TEMPLATE[®]

Description of promotional/marketing strategy:

Event date or completion date:

Purpose: (What goals will it help you meet?)

Audience(s) that will relate most to this project: (Have you thought about how to reach more audiences?)

Potential partners: (Who has a matching mission that may want to work with you on this? Could this partner be a sponsor?)

How will you track progress? What will define success?

What else do you need to know?

What could go wrong? Can we anticipate or avoid potential problems?



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Helping municipalities and community-focused organizations tell their authentic stories by designing market strategies, messaging, and visual assets that cover all touchpoints of their brand.

THANK YOU

We would like to extend a heartfelt thank you to you and your team for allowing us to assist with the promotion of your Revolutionary War Era assets and stories. It has been a pleasure working with you. We are available for continued consultation through October 2025 at no cost to you. If you need to run ideas by us, or ask for advise, please don't hesitate to reach out. You can schedule a Zoom meeting or phone call by visiting <https://calendly.com/authenticitybrandstrategies>.

Our firm is also available to be contracted for additional graphic design work, marketing planning and strategic planning beyond the scope of this project. We have created some bundles with special pricing exclusively for our SC250 Committees. Just reach out to us for a quote, we'd love to continue to work with you or your community.

To learn more about the scope of our work, visit authenticitybrandstrategies.com.



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