



PA HUMANITIES
DISCOVERY PROJECT

Promotional Toolkit



Thank you for your interest in the PA Humanities Discovery Project! We're excited to tell the first-ever story of the humanities across Pennsylvania and build a more inclusive and connected community for sharing, learning, and advocacy.

We need your help spreading the word and ensuring this survey is as expansive and inclusive as possible. Your assistance is not only appreciated -- it is essential! To make it easier, this toolkit provides sample social media posts, newsletter, blurbs, and materials downloads.



Getting started

1. **Review the PA Humanities Discovery Project landing page** for full details on the project at PAHumanities.org/Discovery.
2. **Assess your network** and determine the best ways to share this opportunity as broadly as possible -- one-on-one, newsletters, listservs, email lists, social media, etc.
3. **Use the examples in this toolkit as a starting point** for *customizing* content that will best reach your unique network/audience.
4. **Connect with PA Humanities** on social media and share/like project-related content as it comes out.
5. **Share repeatedly** with your networks!

Sample Email / Newsletter blurb



Email Subj: Help get the word out about the PA Humanities Discovery Project!

Dear **NAME**,

I'm reaching out to you personally about the [PA Humanities Discovery Project](#), an effort by PA Humanities and Drexel University to map, network, and celebrate the wonderfully rich statewide humanities landscape. Across Pennsylvania people are building community, making space for new voices, sharing stories, uplifting culture, educating, creatively solving problems, and using other tools of the humanities (even if many wouldn't use that word). This work has been especially critical during the pandemic, keeping people connected and inspired, while encouraging resilience and recovery. I'm helping spread the word about this project's survey so that we can learn more about who these people are, what they do, and how they do it.

We need your help to get the word out!

Who should take this survey? People who work to make their community a better place. They may collect family history, host a book group or story slam, organize festivals, create community murals, develop educational programs, research and produce stories, or use writing for health and wellness. This project seeks to be expansive and inclusive.



The survey only takes about 20 minutes and closes October 31, so we need your help now!

Why should you and people in your network participate?

- **Join a movement** to give a voice and recognition to the work that you do
- **Receive special invitations** to network/learn with other participants
- **Gain early access** to select research results/materials
- **Have your work highlighted** to a statewide and national audience in a report
- **Be an advocate** for the interests of the broader humanities community

We can't do this alone! Please share this opportunity and help us tell the first-ever story of the humanities across Pennsylvania. Together we'll build a more inclusive and connected community for sharing and learning.

Sharing is easy! Just use this blurb for email newsletters, social media, etc.:



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PA Humanities and Drexel University have launched the [PA Humanities Discovery Project](#), an effort to map, network, and celebrate Pennsylvania's wonderfully rich humanities landscape. We want to build a more inclusive and connected statewide community for sharing, learning, and



advocacy. **Cultural and humanities workers of all kinds are strongly encouraged to participate in a short survey and share about this opportunity with their networks.**

Full details, promotional toolkit, and an FAQ at: PAHumanities.org/Discovery

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Please help us get the word out -- thank you!

Sincerely,

NAME

The PA Humanities Discovery Project is a joint effort of PA Humanities and Drexel University. Funding comes from the National Endowment for the Humanities as part of the American Rescue Plan Act of 2021.

Newsletter blurb - *announcement*



PA Humanities and Drexel University have launched the [PA Humanities Discovery Project](https://PAHumanities.org/Discovery), an effort to map, network, and celebrate Pennsylvania's wonderfully rich humanities landscape. They aim to build a more expansive and connected statewide community for sharing, learning, and advocacy. The humanities definition is broad and includes cultural, community, and neighborhood groups who work to make and keep human connections. If you work within your community, please consider **participating in a short survey and share about this opportunity with your networks.**

Full details and an FAQ at: PAHumanities.org/Discovery

Newsletter blurb - *follow-up*



Have you taken the [PA Humanities Discovery Project](https://PAHumanities.org/Discovery) survey? You are encouraged to participate in this effort by PA Humanities and Drexel University to map, network, and celebrate Pennsylvania's wonderfully rich humanities landscape. They aim to build a more expansive and connected statewide community for sharing, learning, and advocacy. The humanities definition is broad and includes cultural, community, and neighborhood groups who work to make and keep human connections. If you work within your community, please consider **participating in a short survey and share about this opportunity with your networks.**

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Sample Social Media /Newsletter content

Announcement/Launch



Proud to support the launch of the PA Humanities Discovery Project! PA Humanities and Drexel University are on a mission to map, network, and celebrate Pennsylvania's wonderfully rich humanities landscape -- and want YOU to be part of it! They're kicking things off with a statewide survey. It doesn't take long to complete and answers are anonymous.

Help tell the first-ever story of the humanities across Pennsylvania! Follow the link for full details, including an FAQ.

#PAHumDiscovery

<https://www.pahumanities.org/discovery>



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[PAHumanities.org/Discovery](https://www.pahumanities.org/Discovery)

Follow-up/reminder social media posts



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#PAHumDiscovery

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Downloads



Logo - Light background



Download:

[PNG \(Transparent background\) >](#)

[JPEG >](#)

[Square JPEG>](#)



Logo - Dark background



Download:

[PNG \(Transparent background\) >](#)

[JPEG >](#)

[Square JPEG>](#)



Frequently Asked Questions

[Download link >](#)



Sample Survey

[Download link >](#)

Crediting

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