



#ThisIsHistoric

National Grassroots Campaign to Unite Voices for Historic Preservation

As historic preservation groups mark milestones in the history of our country and the movement, we face unprecedented federal challenges to historic places, narratives, and policies. Whether celebrating or advocating, we'll make the most of our efforts if we speak with a unified voice.

We can do that with **This Is Historic**, a simple tagline chosen by a national coalition of preservation organizations among more than 90 submissions.

Add **This Is Historic** to your messaging throughout the year and beyond. It's flexible enough to use however it works for you (see examples):



Celebrate historic places, people, events, in your community



Advocate for programs, places, policies, and narratives compromised by the federal government



Mark this moment in our history

The point is to use it **widely and consistently** to build visibility over time.

2026 Commemorations

Historic Preservation Fund: 50

Federal Historic Tax Credit: 50

National Historic Preservation Act: 60

The United States: 250

Advocacy Opportunities

Save longstanding, effective policies and programs (Historic Preservation Fund, Section 106 Review, etc.)

Restore whitewashed and erased stories (markers, exhibits, etc.)

Visit prespartners.org/nationalmessage for participating organizations, use cases, sample language, image files and more.

prespartners.org/nationalmessage



Suggested uses for the tagline:

- Advocacy updates on your website, newsletters, comment letters, etc.
- Call to Action posts and emails for advocacy, especially related to federal actions related to history and historic preservation
- Staff email signatures
- Banners on your website or social media profiles
- Social media posts related to advocacy, commemorations, or related messaging

Messaging examples for federal actions:

- The White House belongs to *We the People* and it is neither legal nor responsible to make permanent alterations without the proper reviews and approvals. We celebrate the National Trust for Historic Preservation's [legal action](#) for a preliminary injunction to halt construction until the project is authorized by Congress. **This is Historic.**
- President Trump's Executive Order "Restoring Truth and Sanity to American History" creates the problem it claims to solve- "replacing objective facts with a distorted narrative driven by ideology rather than truth." **This is Historic.** We reject all efforts to whitewash, diminish, or erase the uncomfortable chapters in American history.
- Let's Save Section 106! As the federal government attempts to fast-track permitting for oil and gas projects by undermining reviews for historic, cultural, and environmental resources, let's remind them why these reviews matter. Share your Section 106 success stories [here](#) and add your voice to our advocacy. **This is Historic.**
- Tell President Trump and Interior Secretary Burgum that **This is Historic.** Our nation's history is complicated and [we will not tolerate the removal](#) of historical markers, exhibits, flags, and memorials in our parks and public spaces that tell the full American story. Contact the [Department of the Interior](#) today and let them know that you will not let history be erased.

Messaging Examples for 2026 Commemorations:

- As we commemorate 250 years since the signing of the Declaration of Independence, we are celebrating the 60th anniversary of the [National Historic Preservation Act](#)- **This is Historic!**
- Cheers to 50 years of funding for historic preservation! On September 29th, 1976 the national [Historic Preservation Fund](#) was officially created to provide resources to State and Tribal Historic Preservation Offices. Through grants, those funds reach communities all over the country to revive places that tell your stories! **This is Historic!**
- 2026 is the 50th anniversary of the [Historic Tax Credit!](#) **This is Historic!** The HTC is a critical development tool that has rehabilitated or created over 650,000 housing units across the US, found new uses for buildings instead of sending them to landfills, created over 3 million jobs, spurred economic activity, and preserved our nation's historic places. Celebrate by letting your elected officials know you support the {creation/expansion of} the HTC!