

Announcing the new **National Historical Society**

The National Historical Society is dedicated to informing people around the country and the world about our Nation's history, the principles on which it was founded, and the stories of people who struggled and sacrificed to build it.

While there are many state and local historical societies in the U.S., there is no national organization. The newly formed Society will become the largest historical organization in number of members by assuming the subscribers and assets of *American Heritage*, the leading magazine of history since 1949.

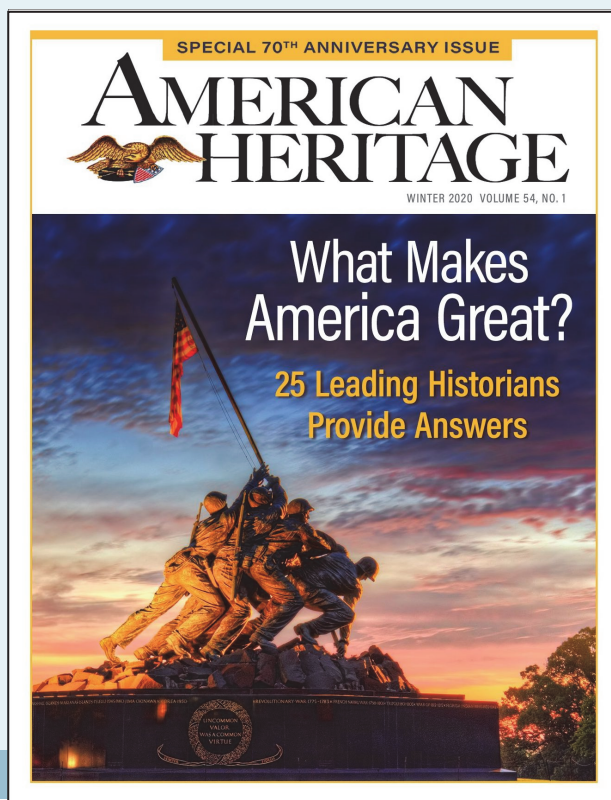
We invite you to join us in building this important and impactful organization.



A Major National Impact

The Society will leverage the brand and resources of *American Heritage*, with its respected 72-year tradition of telling our nation's story, to create publications, books, conferences, websites, and educational materials. It will attract members with digital subscriptions to *American Heritage* and its sister publication *Invention & Technology* (the only magazine on the history of engineering and innovation).

With a membership formed from the lists of 250,000 former subscribers to the print magazines and 83,000 current active email addresses, the Society will have a wide base for fundraising and educational efforts. At present, even with modest resources, its websites reach three million readers per year. The Society also has a growing social media presence; a recent Facebook post had 12,708 likes, 995 comments, and 1,866 shares.



American Heritage owns a comprehensive library of 13,000 catalogued books on American studies.

Telling the American Story for 72 Years

Beloved and trusted by millions of Americans, *American Heritage* has been the leading magazine of U.S. history, politics, and culture for 70 years. Central to its mission is making top-tier scholarship accessible to a wide range of audiences, proving that history can be lively, interesting, even spell-binding. The magazine has always been apolitical and non-partisan, but tells the story of our nation and the people who made it great with respect and affection.

Founded by Pulitzer Prize-winning historian Bruce Catton, *American Heritage* has published hundreds of the nation's most respected writers including Stephen Ambrose, Ed Ayres, David Blight, H.W. Brands, Douglas Brinkley, Malcolm Cowley, John Dos Passos, Joseph Ellis, Eric Foner, Henry Louis Gates, Jr., Annette Gordon-Reed, John F. Kennedy, Pauline Maier, David McCullough, James McPherson, Samuel Eliot Morrison, Arthur Schlesinger, Jr., Wallace Stegner, and Barbara Tuchman.

“American Heritage is about the common inheritance we all share.

—Edwin S. Grosvenor

A Range of Educational Programs

The Society will focus on inspiring the next generation of Americans with innovative educational systems. It will offer training classes for teachers from across the country and further develop its two systems: Fourscore (4score.org), a website that provides teachers and students with access to 10,000 primary documents and essays by leading historians, and the Innovation Gateway, a system offering STEM education in partnership with leading engineering societies.

Working with museums and historical societies around the country, the Society will host conferences, develop video programming, and create podcasts. It will partner with universities to offer DC-based educational opportunities. Researchers and Fellows will have access to a comprehensive library on American studies with 13,000 catalogued books accumulated over seven decades.



One possible location for the Society is the 4,000-sq-foot Blair Mansion in Silver Spring, MD, built in 1849 by Francis Preston Blair and currently being renovated. The Society has discussed its future with Montgomery County Parks.

STEM Education Promotes Innovation

The Society's other educational system will use lessons from the history of technology to encourage students to pursue STEM careers. America Heritage's *Invention & Technology* is the only popular magazine of the history of innovation and invention, beloved in the engineering community and respected for its serious yet accessible journalism. Leveraging the magazine's archives, the Society plans to develop this new website in partnership with several graduate schools of education and engineering, the National Academy of Engineering, and leading engineering societies such as ACS, ASME, and IEEE. Many corporations now give strong support for STEM education initiatives.

"The goal of encouraging students to pursue STEM careers by showing them what engineers accomplish in the real world is an extremely important one," says Ronald Welch, Dean of The Citadel's School of Engineering. "It is my belief that we lose 50% of our potential engineering students because K-12 instructors teach math and science without giving real world applications showing how the principles are applied in civil, mechanical, electrical, or other areas of engineering."



An Urgent Mission

At a time when our citizenry seems so divided, the Society will be a catalyst to help restore the American sense of mission, promote a positive but honest outlook on the nation's past and future, and provide support for educators.

Such an effort is urgently needed—in recent years, numerous national surveys indicate an alarming decline in knowledge about America's history and principles.

A Model of Sustainability

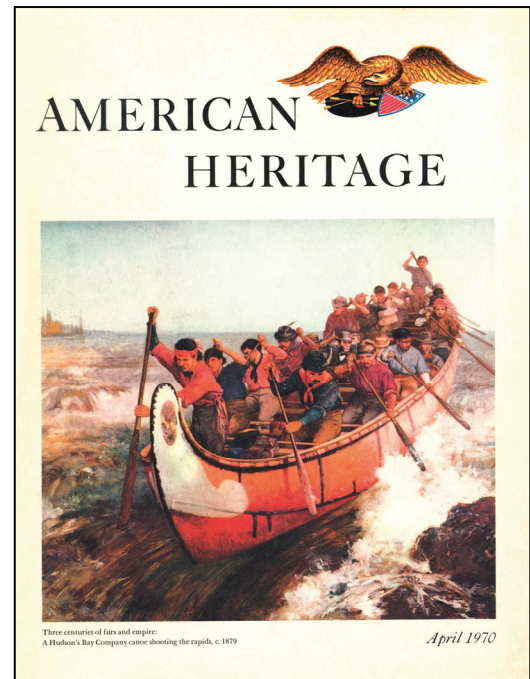
The Society's Strategic Plan describes fundable programs and revenue types that will sustain and grow its operations in the future. Unlike many historical societies, which are often limited to local funding sources, the Society has the potential to receive significant income from multiple revenue streams, a broad member base, and grants from foundations, government agencies, and corporate sponsors.

“ The joy of history, like art or music or literature, consists of an expansion of the experience of being alive.
—David McCullough

Join and donate at
www.NationalHistorical.org

“ I vividly remember the special shelf of white hardback volumes and how we eagerly awaited each new issue.

—Laura Bush



Contact Information


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The

National
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Society™