

ADVOCACY AND ACTION

NATIONAL CAMPAIGNS BY **JASON LOYD CLEMENT**
JASONLOYDCLEMENT.COM | @GIVEIT2LOYD





FOR NEARLY **TWO DECADES**, I TRAVELED ACROSS THE COUNTRY LEADING ADVOCACY AND **STORYTELLING CAMPAIGNS** AS A **SENIOR MARKETING DIRECTOR** FOR THE NATIONAL TRUST FOR HISTORIC PRESERVATION, OFTEN AS THE **ONLY STRATEGIST AND CONTENT CREATOR** ON THE GROUND.

THAT WORK REQUIRED BUILDING CAMPAIGNS THAT COULD MOVE QUICKLY BETWEEN MEDIA, COMMUNITY ENGAGEMENT, DIGITAL STORYTELLING, AND IN-PERSON ACTIVATIONS — **CONNECTING LOCAL MOMENTS** TO A NATIONAL AUDIENCE OF MORE THAN ONE MILLION FOLLOWERS AND SUPPORTERS.

ACROSS EVERY CAMPAIGN, **ONE PRINCIPLE** PROVED TRUE AND GUIDED MY WORK.

WHEN **PEOPLE SEE THEMSELVES** IN THE STORY, THEY SHOW UP.

THE WORK FEATURED HERE HIGHLIGHTS A **SELECTION OF CAMPAIGNS** DESIGNED TO **MOBILIZE COMMUNITIES**, ELEVATE CULTURAL STORIES, AND **INFLUENCE PUBLIC OUTCOMES** AT THE LOCAL, STATE, AND NATIONAL LEVELS.

BECAUSE AT THE END OF THE DAY, **PEOPLE POWER** DRIVES CHANGE.

MIAMI MARINE STADIUM

MAKING WAVES ON THE BISCAYNE BAY

CAMPAIGN OBJECTIVE: RECONNECT MIAMI WITH A ONCE-BELOVED WATERFRONT LANDMARK THAT HAD FALLEN INTO DISREPAIR AND FACED AN UNCERTAIN FUTURE.

- **PARTNERED** WITH CULTURAL ICON GLORIA ESTEFAN TO LAUNCH A HIGH-VISIBILITY ADVOCACY CAMPAIGN RECONNECTING MIAMI RESIDENTS WITH THE HISTORIC STADIUM, INCLUDING A BENEFIT CONCERT AND EXHIBIT.
- **PRODUCED** LARGE-SCALE PUBLIC EVENTS, MEDIA ACTIVATIONS, AND GUIDED TOURS THAT BROUGHT THOUSANDS OF RESIDENTS BACK INSIDE THE LONG-CLOSED VENUE.
- **ENGAGED** LOCAL ARTISTS AND COMMUNITY GROUPS THROUGH CREATIVE PROGRAMMING THAT REINTRODUCED THE STADIUM AS A LIVING CULTURAL SPACE.
- **GENERATED** NATIONAL AND INTERNATIONAL MEDIA COVERAGE, GARNERING 2M+ MEDIA IMPRESSIONS IN OUTLETS INCLUDING THE MIAMI HERALD, THE NEW YORK TIMES, NPR, DWELL, AND TELEMUNDO.
- **BUILT** PUBLIC MOMENTUM THAT HELPED DRIVE CITY LEADERSHIP TOWARD \$45M+ IN PUBLIC FUNDING AND A LONG-TERM PRESERVATION PLAN FOR THE SITE.



HISTORIC ROUTE 66

ENSURING WE CAN ALWAYS BE ON THE ROAD AGAIN

CAMPAIGN OBJECTIVE: REIGNITE NATIONAL AWARENESS, GRASSROOTS SUPPORT, AND CRITICAL PRESERVATION FUNDING FOR AMERICA'S MOST ICONIC HIGHWAY.

- **SECURED** \$1M+ IN NEW SPONSORSHIPS TO THE NATIONAL TRUST WITH STATE FARM, NATIONAL GEOGRAPHIC, AIRSTREAM, SONIC, GOOGLE, AND POLAROID.
- **DESIGNED** A MONTH-LONG, 2,400-MILE ROAD TRIP ACTIVATION SPANNING EACH OF THE EIGHT STATES ALONG THE ROUTE AND INCLUDED OVER 200 PUBLIC ENGAGEMENT EVENTS.
- **RECRUITED** A NATIONAL INFLUENCER CAMPAIGN, SENDING A TEAM OF SIX "ROADIES" ON THE JOURNEY, RESULTING IN 18M ONLINE IMPRESSIONS.
- **LEVERAGED** A HIGH-PROFILE CAMPAIGN TO SECURE OVER 1B EARNED MEDIA IMPRESSIONS WITH PROMINENT OUTLETS LIKE USA TODAY, THE ASSOCIATED PRESS, NPR, TEXAS HIGHWAYS, AND GOOGLE ARTS AND CULTURE.
- **GENERATED** 66K+ PETITION SIGNATURES TO CONGRESS, ADVOCATING FOR THE DESIGNATION OF AMERICA'S FIRST FEDERALLY-FUNDED URBAN NATIONAL HISTORIC TRAIL, WHICH IS ON COURSE FOR INCLUSION IN AN OMNIBUS BILL.

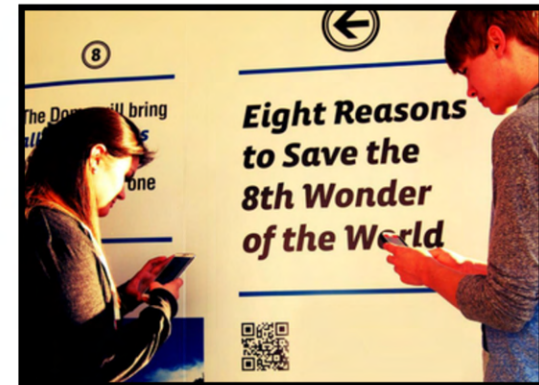


THE HOUSTON ASTRODOME

BRINGING BACK THE EIGHTH WONDER OF THE WORLD

CAMPAIGN OBJECTIVE: RECONNECT HARRIS COUNTY WITH A LONG-ABANDONED LOCAL ICON FACING DEMOLITION.

- **ENGAGED** INFLUENCERS AND LOCAL ELECTED LEADERS TO SUPPORT AN EFFORT TO GIVE THE DOME ONE LAST BAT.
- **CREATED** AND DEPLOYED A 26-FOOT MOBILE INTERACTIVE EXPERIENCE THAT BROUGHT THE DOME TO COMMUNITIES ACROSS THE COUNTY.
- **ENGAGED** OVER 10K HOUSTONIANS IN AN IMMERSIVE ACTIVATION THAT TRAVELED TO 100+ COMMUNITY MEETUPS, ALLOWING ADVOCATES TO EXPERIENCE WALKING ON ORIGINAL ASTROTURF, SITTING IN VINTAGE STADIUM SEATS, AND SHARING THEIR DOME STORIES.
- **SPARKED** LOCAL AND REGIONAL MEDIA COVERAGE, INCLUDING THE HOUSTON CHRONICLE, TEXAS MONTHLY, THE LOS ANGELES TIMES, THE NEW YORK TIMES, AND THE ASSOCIATED PRESS.
- **RAISED** \$105M IN PUBLIC FUNDING TO STABILIZE AND RESTORE THE STRUCTURE.
- **SECURED** STATE AND NATIONAL LANDMARK DESIGNATION, PRESERVING THE STRUCTURE IN PERPETUITY.



NINA SIMONE'S CHILDHOOD HOME

RESTORE THE HOME WHERE MUSIC WAS MADE

CAMPAIGN OBJECTIVE: HONOR NINA SIMONE'S ENDURING LEGACY BY PRESERVING THE HOME WHERE SHE BECAME A MUSICIAN AND A POLITICAL ACTIVIST.

- **ACTIVATED** THE NATIONAL TRUST'S HOPE CREW YOUTH RESERVATION TRADES PROGRAM TO RESTORE AND REPAINT THE EXTERIOR OF THE HISTORIC HOME.
- **ENGAGED** THE COMMUNITY OF TRYON, NORTH CAROLINA, THROUGH DOOR-TO-DOOR OUTREACH, GATHERING LOCAL IDEAS TO GUIDE THE HOME'S RESTORATION AND USE.
- **HOSTED** INTERNATIONAL JOURNALISTS FOR EXCLUSIVE MEDIA TOURS, SHARING THE STORY OF WHERE NINA SIMONE FOUND HER VOICE WITH NATIONAL AND GLOBAL AUDIENCES.
- **COLLABORATED** WITH LOCAL ARTISTS TO LAUNCH A CREATIVE CROWDFUNDING CAMPAIGN, RAISING MORE THAN \$50,000 THROUGH ARTIST-DESIGNED PERKS HONORING SIMONE'S LEGACY.
- **PRODUCED** TRIBUTE CONCERTS AND PERFORMANCES CELEBRATING SIMONE'S MUSIC, INCLUDING A TINY DESK-STYLE CONCERT INSIDE THE HOME WITH THE VOICE FINALIST VANESSA FERGUSON AND A MAJOR BENEFIT CONCERT, RAISING \$100,000 TOWARD RESTORATION, WHICH IS NOW FULLY COMPLETE.



CINCINNATI'S UNION TERMINAL

GETTING AN ART DECO ICON BACK ON TRACK

CAMPAIGN OBJECTIVE: MOBILIZE VOTERS TO SUPPORT A HISTORIC BALLOT INITIATIVE FUNDING THE RESTORATION OF CINCINNATI'S ART DECO UNION TERMINAL

- **DEVELOPED** THE PUBLIC-FACING CAMPAIGN NARRATIVE EXPLAINING THE CULTURAL AND ECONOMIC IMPORTANCE OF RESTORING THE LANDMARK.
- **CREATED** AND STAFFED A HIGHLY VISIBLE DOWNTOWN CAMPAIGN HEADQUARTERS THAT SERVED AS A HUB FOR COMMUNITY ENGAGEMENT AND VOTER EDUCATION.
- **HOSTED** LOCAL INFLUENCERS TO TOUR THE STRUCTURE'S RARELY SEEN SPACES, BRINGING TO LIFE ITS NEEDED REHABILITATION.
- **PRODUCED** EXPERIENTIAL EVENTS, HELPING RESIDENTS RECONNECT WITH THE BUILDING, GENERATING 239M+ EARNED MEDIA IMPRESSIONS
- **ACTIVATED** GRASSROOTS VOLUNTEERS AND POLL WORKERS THROUGH STREET-LEVEL OUTREACH ACROSS HAMILTON COUNTY TO GET OUT THE VOTE.
- **BUILT** MOMENTUM FOR THE OVERWHELMINGLY SUCCESSFUL PASSAGE OF ISSUE 8, SECURING \$228 MILLION FOR RESTORATION THROUGH A PUBLIC VOTE.



THE NEW YORK STATE PAVILION

SAVING THE TENT OF TOMORROW FOR TODAY

CAMPAIGN OBJECTIVE: REIGNITE PUBLIC INTEREST AND POLITICAL SUPPORT FOR RESTORING THE ICONIC NEW YORK STATE PAVILION AT FLUSHING MEADOWS-CORONA PARK.

- **ORCHESTRATED** THE ANNOUNCEMENT OF THE NATIONAL TRUST'S INVOLVEMENT, WHICH REOPENED THE PAVILION FOR THE FIRST TIME IN DECADES FOR THOUSANDS OF LOCAL RESIDENTS TO EXPLORE, AND INCLUDED A PRESS CONFERENCE WITH THE QUEENS BOROUGH PRESIDENT, LOCAL ACTIVISTS, AND MEMBERS OF CONGRESS.
- **LAUNCHED** AN INTERNATIONAL IDEAS COMPETITION FOR RENOWNED ARCHITECTS, AS WELL AS LOCAL IDEAS FOR THE REUSE OF THE STRUCTURE, WHICH GENERATED HUNDREDS OF PROPOSALS.
- **IMPLEMENTED** THE FIRST PUBLIC LIGHTING OF THE STRUCTURE SINCE ITS HEYDAY DURING THE WORLD'S FAIR.
- **ORGANIZED** BILINGUAL ENGAGEMENT EVENTS THROUGHOUT QUEENS TO GIVE THE COMMUNITY AN OPPORTUNITY TO SPEAK UP FOR THIS BELOVED MODERN MASTERPIECE.
- **DESIGNED** AND INSTALLED AN EXHIBIT AT THE QUEENS HISTORY MUSEUM TO BRING EXPOSURE TO THE RESTORATION, WHICH WAS INSTRUMENTAL IN \$24-MILLION IN PUBLIC FUNDING TO BRING THE PAVILION BACK TO LIFE.





THANK YOU

PEOPLE POWER DRIVES CHANGE
THE MOST POWERFUL CAMPAIGNS DON'T JUST TELL STORIES
THEY INVITE PEOPLE TO BECOME PART OF THEM

JASONLOYDCLEMENT.COM | @GIVEIT2LOYD