



Exploring *New Jersey History* Can Take You Places!

Background

The “Discover NJ History” License Plate Fund for Heritage Tourism is supported by the sale and renewal proceeds of “Discover NJ History” license plates. The fund supports projects that develop and promote visitor ready sites as heritage tourism destinations. The greater number of sales and renewals of license plates, the more funding there is available for worthy heritage tourism projects.

How You Can Help

- Place a license plate image on your website and/or social media accounts with a link to www.njht.org and the online order form
- Create an email signature that includes a plate image and link to more info
- Send an email to your listserv/members/friends
- In your print and/or electronic newsletter:
 - Include a license plate image and link to the license plate sales page
 - Use a pre-designed license plate ad
 - Publish the “Exploring New Jersey History Can Take You Places” article; customize it by including your historic site or highlighting other heritage sites in your community
- At meetings/tours/events:
 - Print and distribute the license plate flyer
 - Make an announcement about the license plate
- At your site/office/kiosk:
 - Hang up flyers
 - Stock rack cards
- Contact the Historic Trust for flyers to distribute with a direct mail campaign for no additional postage
- Give out license plate key chains (contact the Trust for more information)

Talking Points

- License plate sales support the “Discover NJ History” License Plate Fund for Heritage Tourism, which offers grants of up to \$5,000 to projects that develop and promote visitor ready sites as heritage tourism destinations
- The License Plate Fund has supported a number of worthy heritage tourism projects, including:
 - Publication of “Realin’ Em In: Marketing History and Humanities to NJ Visitors”
 - Implementation of a wayfinding and signage program for historic sites in Morris County
 - Development of an app for the historic burial grounds at First Presbyterian Church, Elizabeth
 - An architectural walking tour of Montclair’s central business district
 - A holiday tour of historic homes in Essex County
- License plates can be ordered online directly from Motor Vehicle Services, or, if purchasing a car, ask the dealer to order them
- A great gift for your favorite history fanatic

Links

“Discover NJ History” License Plate: <http://www.njht.org/dca/njht/touring/license/>

“Discover NJ History” License Plate Fund: <http://www.njht.org/dca/njht/touring/platefund/>

Motor Vehicles online order form: http://www.state.nj.us/mvc/Vehicle/order_specialty.htm