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Rebranding
A Guide for Historic Houses, Museums, Sites, and Organizations
By Jane Mitchell Eliasof

About the Book

The name "Historical Society" or "Historic House" has a bad rap. Before potential visitors even know your museum, they may assume it's not for them, even if you lead progressive, inclusive tours and host innovative programs.

If you're part of the leadership team of a historic house museum or historical society, you may have considered *rebranding* -- either renaming your organization or developing a new look – to be more appealing to a younger, more diverse audience or to reflect changes to your mission, interpretation, site, etc.
Using examples from museums of all sizes across the country, this book helps you decide whether to move forward with a rebranding effort and give you a concrete outline to work from.

The book will help you:
- Decide if you should rebrand (and that you're not just putting lipstick on a pig)
- Nitty-gritty details about how to go about it
- How to react when someone says you're making a huge mistake
- How much it will cost and where you can cut corners
- How to evaluate what you've done.

Rebranding: A Guide for Historic Houses, Museums, Sites and Organizations is a step-by-step guide that helps Executive Directors, Board members, and staff at history organizations decide if it's time to rebrand and, if so, how to go about it. The book will guide readers through the process of deciding if a rebranding is in order, testing ideas, developing a plan and budget, implementing the launch, and even handling naysayers. It's an essential guide for anyone rebranding a history organization.

About the Author

Jane Eliasof is the executive director of the Montclair History Center, which she led through a rebranding.

Praise for the Book

"If you are associated with a history organization that chafes against an outdated name, you need this book. The wide range of case studies – statewide organizations, local societies, regional museums – translates to a knowledge base that is relevant to virtual every situation. It will guide you through the exciting, fun, and creative steps at the start of the process right through budgeting and dealing with naysayers."**— Laura B. Roberts, principal, Roberts Consulting and Board Member, History Cambridge**

"Eliasof offers relevant case studies and a practical accounting of rebranding processes for museum leaders who may have limited experience with these concepts. In doing so, Eliasof explores the issues many museums are tackling: mission and identity, leadership and governance, sustainability and relevance, inclusive storytelling, and community engagement. This handbook will be useful to anyone involved in rebranding, or those teaching or studying museum theory and practice."**— Greg Stevens, director, Master of Arts in Museum Professions program; director, Institute of Museum Ethics; and associate director, Buccino Leadership Institute, Seton Hall University**

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