

# promote

Cache la Poudre River  
National Heritage Area

## HERITAGE CULTURALIST™ VOLUNTEER PROGRAM

*"Never doubt that a small group of thoughtful, committed citizens can change the world;  
indeed, it's the only thing that ever has."*

– Margaret Mead

### OVERVIEW

What makes a sense of place – and how do you empower everybody in a community to feel proud of, and able to contribute to, where they live, work and play? By helping people understand, value and share their collective heritage.

Heritage is the story that puts history into some kind of narrative. Heritage from the past helps us collectively or individually to understand the present and create a better future. And, volunteers of all ages and backgrounds who participate in our "Heritage Culturalist Program" help people understand and engage with the rich history and recreation opportunities of the Cache la Poudre River National Heritage Area (CALA).

What makes our Heritage Culturalist Program a success? First, our trained ambassadors have a passion for CALA that they enthusiastically share with residents and visitors alike. Second, they help the Poudre Heritage Alliance (PHA) expand its capacity to engage, involve and empower the wider community. Third, the volunteer ambassadors appreciate the unique value that CALA brings to both Northern Colorado and the nation, and see that it is worth promoting and protecting as a heritage tourism destination.

So let's collaborate, and all work together to help our Heritage Culturalists share lessons, understandings and experiences that make our heritage relevant and meaningful, for now and for the future.

We invite anyone who is interested in learning about, or already has knowledge of the people, places, buildings, industry, organizations and initiatives of the CALA, to train as a volunteer.



Over time, building a network of Heritage Ambassadors also serves to build community and support for CALA.

[poudreheritage.org/volunteer](http://poudreheritage.org/volunteer)



## OVERVIEW

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### Elements of Heritage Culturalist Program include:

Volunteers participate in training and interactive presentations led by certified experts in their fields and past trainees in an effort to develop deeper knowledge of the CALA. Once trained, they share their expertise with the public to educate and increase awareness of the National Heritage Area by:

- Leading community events, teacher workshops, seminars, guided tours, and other activities.
- Creating professional documentation of Heritage Area resources and enhancing heritage tourism opportunities.

## PARTNERS

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- National Parks Foundation
- State Historical Fund
- Individual volunteers

## GOALS & OUTCOMES

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### Goal:

Ensure the Poudre River and CALA are looked after for the future.

### Outcomes:

- PHA will be better able to serve needs of the community (expand capacity).
- More people and a wider range of individuals will have engaged with the heritage of the river.
- Poudre River and water heritage will be better interpreted and explained.
- Volunteers will have gained new skills, increased confidence, a sense of purpose, enhanced wellbeing, and/or a feeling of making a contribution to their heritage, community, and society.

## BUDGET: \$70,000

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Each contribution makes an impact:

- \$100 - Handouts and supplies for Culturalist programs
- \$500 - Heritage Culturalist Guided Full Day Tour
- \$1,000 - Training for one Heritage Culturalist
- \$5,000 - Support individual volunteer initiatives (examples include speaker series, bike tours, academic research, etc.)

