



A Common Cause to All - A Convening of States on the 250th Anniversary of the Call for Committees of Correspondence

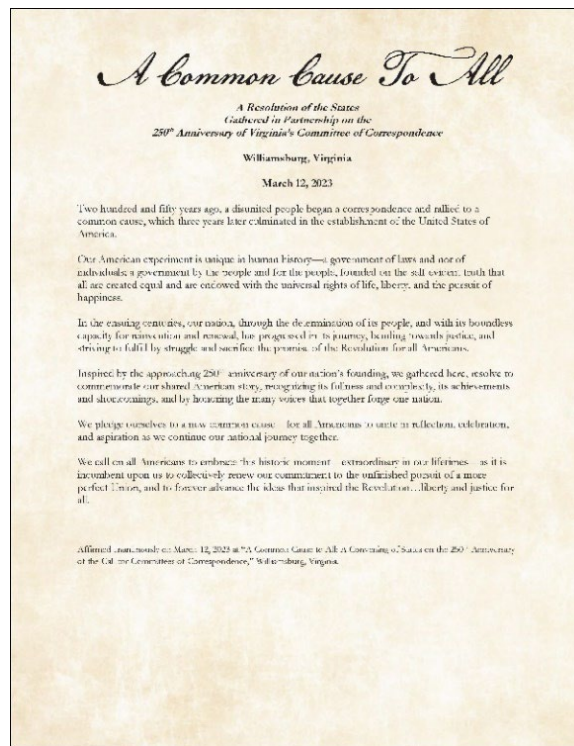
March 10-12, 2023

About the Signature Conference

During this first gathering of states to plan for 250th anniversary of American independence, planners from **34 states** and more than **50 Virginia localities** gathered in Williamsburg for a weekend of collaboration, cooperation, and education.

Mirroring the Committees of Correspondence, through which colonies began to communicate and unify action, *A Common Cause to All* catapulted Virginia into a national leadership role for the semiquincentennial, convening planners, seeking partnerships, and sharing information. The event was overwhelmingly well-received, with a chorus of requests for the continuation of such convenings each year.

The **nearly 300 attendees** engaged in presentation of the latest data on what Americans are looking for in the 250th, networking opportunities, and inspiration provided by the commission and its partners, The Colonial Williamsburg Foundation, the Virginia Museum of History and Culture and the Jamestown-Yorktown Foundation. Culminating the weekend, an emotion-packed Closing Ceremony was held on the steps of the Raleigh Tavern, where Thomas Jefferson, Patrick Henry, and other members of Virginia's Committee of Correspondence met, 250 years earlier. Delegates unanimously adopted a Resolution of the States Gathered in Partnership, pledging to join in a new common cause – for all Americans to unite in reflection, celebration, and aspiration as we continue our national journey together.



“...a common cause to all... to produce a unity of action; and for this purpose that a committee of correspondence in each colony would be the best instrument for intercommunication; and that their first measure would probably be, to propose a meeting of deputies from every colony, at some central place, who should be charged with the direction of the measures which should be taken by all.”

- Thomas Jefferson

Presentations, Distinguished Guests and Speakers included:

Friday Keynote Speaker



Carly Fiorina, Chair
The Colonial Williamsburg Foundation

Saturday Keynote Speaker



Bill Whitaker
60 Minutes Correspondent

Opportunities of the Semiquincentennial



John Dichtl, President & CEO, AASLH

Saturday Featured Remarks



Stacy Schiff, Pulitzer Prize-winning Author

Americans, Our History, and the 250th



Susie Wilkening, President of Wilkening Consulting

Special Remarks



Justice Anthony Kennedy
United States Supreme Court Justice, Retired

More in Common: Navigating the Perceived Political Divide



Matt Williams, Managing Director and Chief Growth Officer of Brand Federation

Panel Discussion: Creating a Meaningful Commemoration for all Americans



Christy Coleman, Jamestown-Yorktown Foundation; Valerie Paley, New York Historical Society; Nat Scheidley, Revolutionary Spaces; Scott Stephenson, Museum of the American Revolution; Noelle Trent, National Civil Rights Museum; Barbara Hamm Lee, Moderator

Revolutionary Road Trips with Darley



Darley Newman, Emmy Award-winning PBS Travel Host

VA250 Overview, Plans and Support to Local Committees



Cheryl Wilson, VA250 Executive Director

By the numbers...

Guests traveled from 34 states and more than 51 localities across Virginia, staying in hotels and enjoying restaurants throughout the Historic Triangle. News coverage including articles from TIME Magazine and the Wall Street Journal, broadcast spots and blogs appeared in 15 media outlets. Social media impressions were nearly 11,000 and website interaction saw an increase of 54% for the event.

THE VIRGINIA GAZETTE

WEDNESDAY, MARCH 15, 2023 | Serving Williamsburg, James City & York since 1756 \$2.50

Planning America's 250th birthday

Colonial Williamsburg is gearing up for a multistate celebration in 2026

By Stan Wilkinson and wife
WILLIAMSBURG — More than two centuries after Virginia took one of the first steps toward revolution, people gathered on Duke of Gloucester Street on Monday to commemorate the occasion.
The event was the celebration of "A Common Cause to All," a weekend hosted by the VA250 Commission and Colonial Williamsburg to launch multistate planning efforts for commemorating America's 250th anniversary in 2026.
Sunday marked the 200th anniversary

of Virginia's revolution establishing its Committee of Correspondence, a critical moment in the journey that led to the United States declaring independence in 1776. The committee established communication between the colonies, uniting them under a common cause for the first time.
Speaking to a crowd that included representatives from around the country, The Colonial Williamsburg Foundation's Kurt Smith, portraying Thomas Jefferson, stood on the porch of the Raleigh Tavern and called the moment "epochal," "pivotal" and "revolutionary."
"On March 21, 1775, we have decided that no longer are we sitting separate and distant within our individual geographic boundaries, but rather we have found ourselves united amongst our common



The Colonial Williamsburg Foundation's Kurt Smith, portraying Thomas Jefferson, speaks to an audience of approximately 300 conference participants from 14 states attending a Common Cause today's multistate planning event in support of celebrating the support of America's upcoming 250th anniversary in 2026. www.williamsburg.org THE COLONIAL WILLIAMSBURG FOUNDATION

What people are saying

"[During the fireworks], I not only thought about the magnitude of our mutual endeavor, but I realized how appreciated I felt. This weekend reminded me why our work matters, and I felt personally moved and inspired."



This was the best conference I've ever attended. Thank you. Hats off to planners, CW staff, sponsors etc. You made Virginia look great!!!!
Virginia

"Proud to be from Virginia, the state that is clearly ahead of all others as well as the national effort"
Virginia



"Over-the-top inspirational. Encouraging Virginia to 'dream big, then go bigger' for the 250th, the event showed how to commemorate the anniversary of the Committees of Correspondence for the group to bounce from to create compelling 250th events and experiences in our own localities and regions."
Virginia



"This was an amazing opportunity to gather with so many states and discuss our shared challenges and opportunities. We are so grateful for VA250 planning and hosting this meeting. It felt like a real jump-start to collaboration, something not as easily achieved via virtual meetings."
North Carolina



"I believe this will be remembered as a watershed moment in the nation's preparation for the 250th. Kudos to Virginia."
Pennsylvania

A Closer Look at Numbers

Social Media Impact

Social Platform	Facebook	Instagram	Twitter	LinkedIn	Total
Reach/Impressions	5,997	551	2,319	974	9,841
Engagement	645	131	91	179	1,046
Follows from Mar 1 - 23	+61	+ 80	+ 23	+ 31	
Reach% 28 Day Summary	+41%	+267%	+14.4%	+3,133.3%	

Website Impact – 28 Day Summary (Mar 23)

	Users	Views
VA250 Website	+ 36%	+ 34%
Common Cause Event Page	+ 50%	+ 54%

In the Media

March 27, 2023 – The Wall Street Journal – Jess Bravin
Commission Planning America's 250th Anniversary Attempts Reset

March 23, 2023 – TIME Magazine – Carly Fiorina
Finding Our Common Cause for America's 250th Birthday

March 27, 2023 – American Association for State and Local History Blog – John Dichtl
A Common Cause to All

March 18, 2023 - Revolutionary NY 250
**A Common Cause for All: A Convening of States on the 250th Anniversary of the call for Committees of Correspondence
A Signature Event of the Virginia American Revolution 250 Commission**

March 14, 2023 - Virginia Gazette - Sian Wilkerson
Gearing up for America's 250th birthday, Colonial Williamsburg honors critical first step

March 12, 2023 - 13 News Now
Organizers gather in Williamsburg to begin planning for America's 250th anniversary

March 12, 2023 - Richmond Times-Dispatch - Sean Jones

March 13, 2023 – The Roanoke Times

March 14, 2023 – The Free Lance-Star

March 14, 2023 – The News Virginian

March 20, 2023 – Arizona Daily Star

March 20, 2023 – Omaha World-Herald

March 20, 2023 – Journal Gazette & Times-Courier

Leaders from across U.S. converge on Williamsburg to plan nation's 250th celebration

March 9, 2023 - Travel Courier - Ian Stalker
Virginia is ready to mark an American milestone

March 9, 2023 - 13 News Now
Historians, planners, leaders to gather in Williamsburg to plan nation's 250th anniversary celebration

February 20, 2023 – Peninsula Chronicle – Barrett Baker
Virginia Is Leading The Way For The Nation's Quarter Millennial Birthday

March 8, 2023 – WY Daily
VA250, Colonial Williamsburg Foundation to Host Nation's First Planning Event for America's 250th



Actions Speak Louder

Dominion Energy Donation Media Coverage



March 28 – Virginia Star
Dominion Energy Donates \$1 Million to Virginia 250

March 18 – SWVA Today - Sporter
Corporate donation supports statewide programs for America's 250th anniversary

March 15 – Fluvanna Review
Commission Announces \$1 million donation to celebrate nation's 250th anniversary

March 14 – Augusta Free Press – Crystal Graham
\$1 million donation to support education programs related to nation's 250th anniversary

March 13 – Wavy TV 10
Dominion Power donates \$1 million to Virginia 250 Commission

March 13 – The Dinwiddie Monitor
Virginia 250 Commission Announces \$1 Million Leadership Donation from Dominion Energy to Fuel Virginia's Commemoration of the Nation's 250th Anniversary

March 13 – The Prince George Journal
Virginia 250 Commission Announces \$1 Million Leadership Donation from Dominion Energy to Fuel Virginia's Commemoration of the Nation's 250th Anniversary