



# NOAH WEBSTER HOUSE & WEST HARTFORD HISTORICAL SOCIETY

## Business Plan Implementation Knowledge Sharing Session

**July 27, 2022**



Supporting the mission of the *Noah Webster House*







# NOAH WEBSTER HOUSE & WEST HARTFORD HISTORICAL SOCIETY

## Our Team



**Jennuer Matos**

**Executive Director  
Trustee**



**Daley**

**Carrie Langschultz**

**Curator &**

**Director of Special Projects**



**Jordan White**

**Programs Assistant**



**Creating a social enterprise to  
support the mission of the  
Noah Webster House & West  
Hartford Historical Society**



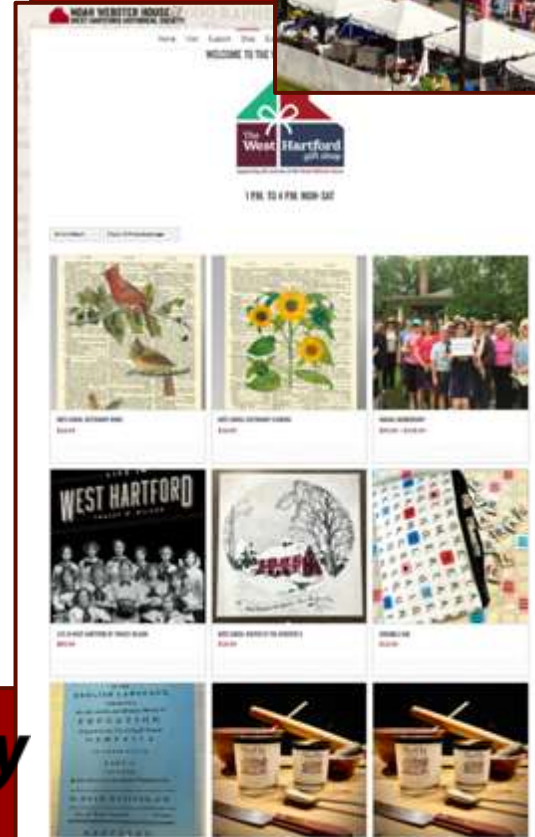
*Supporting the mission of the Noah Webster House*





# What is The West Hartford Gift Shop?

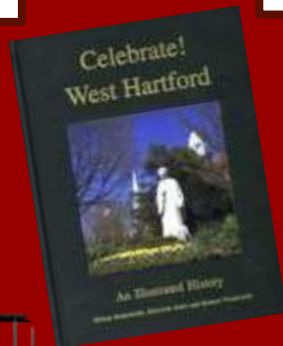
- **Bricks & Mortar** - housed within the Noah Webster House
- **E-Commerce site** - allows us to reach an audience from a wide geographic area
- **Pop-up Shops** - set up shops at events located around town
- **Special Events** - products will be offered at all of our programs





# The West Hartford Gift Shop

## 1. Word Nerd



## Our 3 Pillars of Products



## 2. Town Pride



## 3. Historic Home



**Our business plan  
implementation has focused on:**

- Fast Pitch & fundraising
- Marketing & Communications
- Business Development & Sales
- Infrastructure





# Fast Pitch & Fundraising



## Daley Pawz Fundraiser



**Fundraising goal.**

**\$177**

**With new funding source  
(fingers crossed!) our  
funding total will be:**

**\$137,500**



March 9, 2022- Fast Pitch  
Presentation to potential  
donors

April 7, 2022 - Fast Pitch  
Presentation to the West  
Hartford Economic  
Development Committee

May 7, 2022 - Fundraising  
event by local businesses to  
support the Shop

Ongoing - Private tours of the  
space to potential donors



# Marketing



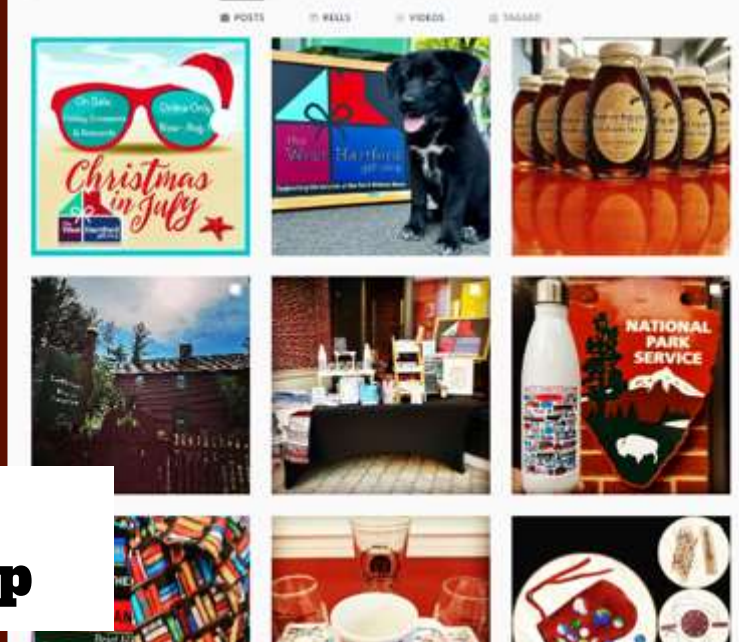
## Signage

- Sign for bricks & mortar store
- Sign for street
- Banners
- Feather flags
- Travel signage for Pop-up shops





# Dedicated Social Media



**Follow us  
@thewesthartfordgiftshop**

AE | West Hartford News | Thursday, May 5, 2022

## By Michael Walsh

**WEST HARTFORD** — The Noah Webster House and West Hartford Historical Society is launching the West Hartford Gift Shop as a way for the nonprofit to find a new source of income.

The shop, supported through a co-sponsorship program by the Eiteljorg Foundation for the Arts, will allow visitors to see a whole new line of art.

"Being part of a program has really pushed us to make decision and to manifest of how we run this shop to be," said Jennifer DiCola. Matt, the executive director. "Our plan is to be the go-to store in West Hartford for any kind of West Hartford branded tourist-related items. We want to be that place you go to when you're looking for something West Hartford branded."

Matos said this will be an improved version of their previous shops. They've worked with a consultant through the foundation's accelerator program to cement a business plan for the shops.

The museum has had a shop for decades, but



we-ha.com

Julia Gash West Hartford  
Line at The West Hartford  
Gift Shop

May 1, 2022 - Add Comment

May 1, 2022  
Julia Gash West Hartford products.  
Courtesy



Wendell Gift Shop features a variety of items.

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to the Noah Webster House.

"We've seen that it's not just about having the products, it's about how they're actually used," says Mattos. "It's not just an app to take a picture to grow it, it's about how to use it so that it's able and earned in the museum, the museum doors open and help us."

tion, which is to serve history."



The Noah Webster House's new gift shop is partnering with some local businesses, like the WeHa Candle Company.

Michael Walsh / Hearst Connecticut Media

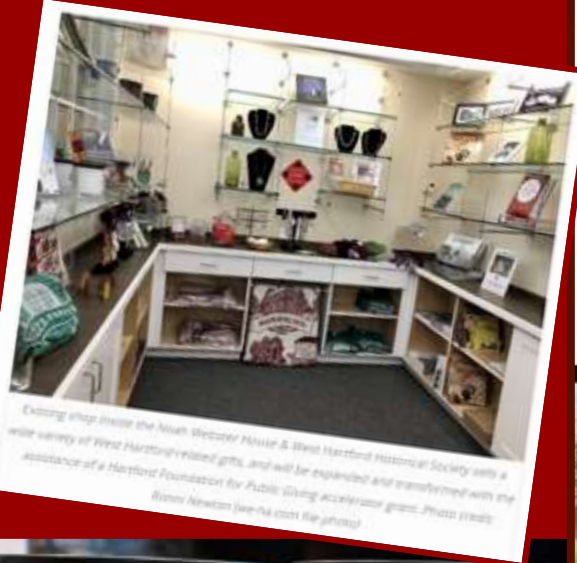


Exhibit ships inside the Noah Webster House & West Hartford Historical Society with a wide variety of West Hartford-related gifts, and will be expanded and transferred with the assistance of a Hartford Foundation for Public Giving accelerator grant. Photo credit: Steven Newton (see-oh with hip group)



WEST HARTFORD NEWS

## Noah Webster House launches West Hartford Gift Shop

[Return to the Journal Website](#)

April 29, 2002





# Business Development

## *Pop-up Shops & Special Events*



# Business Development

## *Sales and promotions*





# Business Development

***Reinforcing our mission with every sale***

*Thank you for your purchase!*




227 S. Main St., West Hartford, CT 06107  
(860) 521-5362 [westhartfordgiftshop.com](http://westhartfordgiftshop.com)

*Mission Accomplished!*

*Your Purchase*

at The West Hartford Gift Shop  
directly supports the Noah Webster  
House & West Hartford Historical  
Society, the town's only museum  
dedicated to West Hartford history,  
and allows us to fulfil our mission.

*Thank you!* 

The mission of the Noah Webster House & West Hartford Historical Society is to preserve, interpret, and champion Noah Webster's legacy and birthplace, as well as the evolving history of West Hartford, the town that nurtured him.

Thanks to you!



*Birthplace of founding father,  
Noah Webster, c. 1720.*

# Building our Infrastructure

## *New point-of-sale and e-commerce site*

[Home](#) [Catalog](#) [Contact](#)

 **shopify**

### The West Hartford Gift Shop

Find something for everyone on your list, from locals and logophiles to tourists and townies. All purchases directly support the preservation and mission of the Noah Webster House & West Hartford Historical Society.



**The West Hartford gift shop**

Supporting the mission of the **Noah Webster House**



# Building our Infrastructure

## *Stocking our store*



# **Building our Infrastructure**

***Introducing our new  
Shop Manager...***

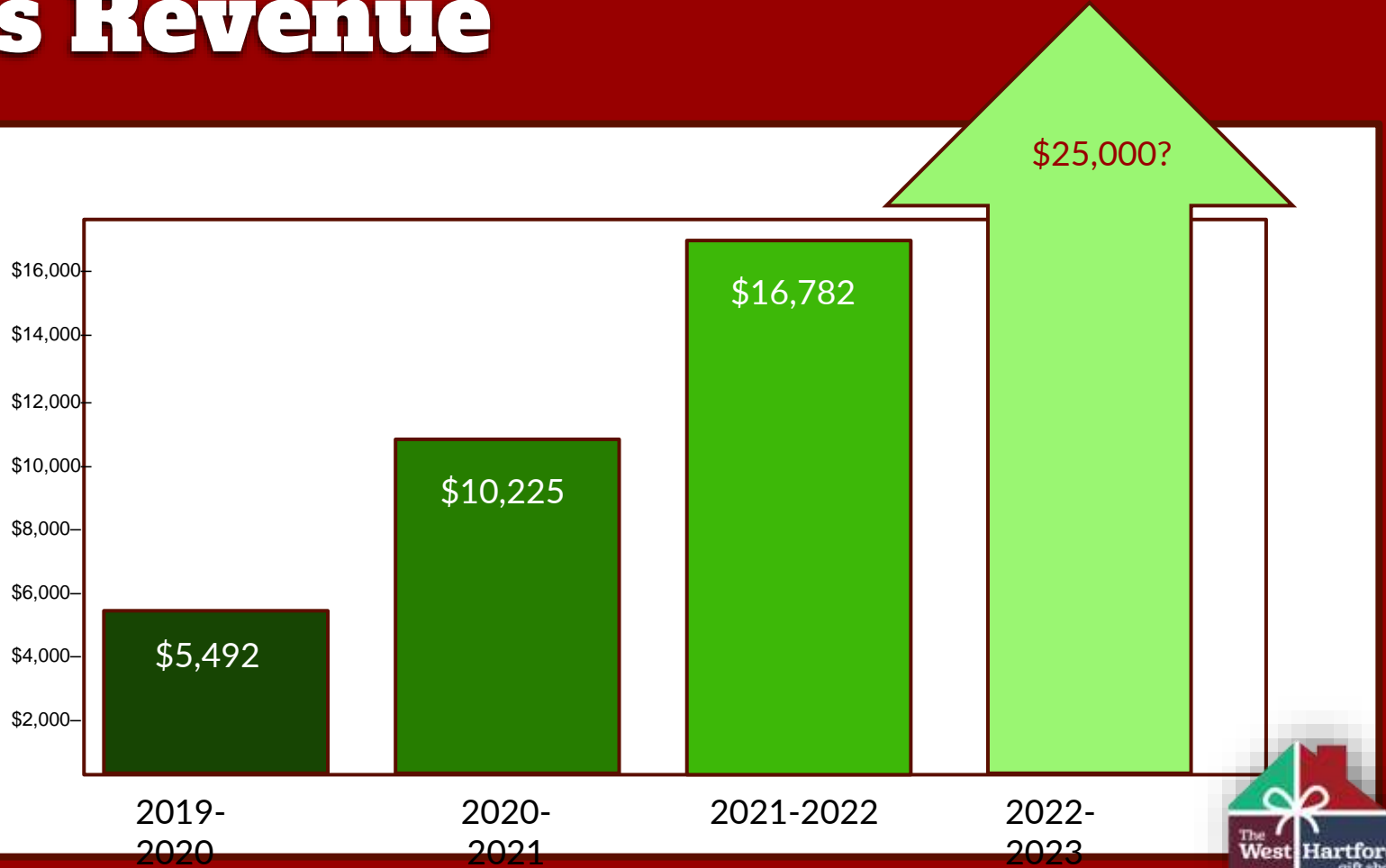
**Jordan  
White**





# Gross Revenue

Annual  
Shop  
Sales



# Non-Profit of the Year

“Seeing a need for a one stop shop to find West Hartford branded merchandise, they took on the task. While it is still in its early days, the shop is already making a major impact on our destination retail scene.” Chris Conway, President/CEO,

West Hartford Chamber of Commerce



NONPROFIT OF THE YEAR



# The Next Steps for The West Hartford Gift Shop



- New Shop Manager position begins
- Shopify site and POS goes live; training for staff and volunteers
- Dedicated e-blast and Facebook page
- Expanded shop hours; recruit volunteers
- Work with marketing consultant to expand brand recognition and exposure
- Continue to develop merchandise
- Ribbon-cutting to officially launch The West Hartford Gift Shop
- Hire consultant/architect to plan for shop renovation/expansion



# Thank You for Joining Us Today

**We appreciate your support**



A special THANK YOU to:

- Our Donors
- Our Staff & Board
- Hartford Foundation for Public Giving
- No Margin, No Mission (Mike Oxman)
- The Sara Leonard Group







*Visit Us In-store or Online!*



227 South Main St. West  
Hartford

Mon - Sat 1 - 4 p.m.



[noahwebsterhouse.org](http://noahwebsterhouse.org)  
[westhartfordgiftshop.com](http://westhartfordgiftshop.com)

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***For 20% off your purchase***

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