

DMAW Multi-Channel Mini-Con 2025

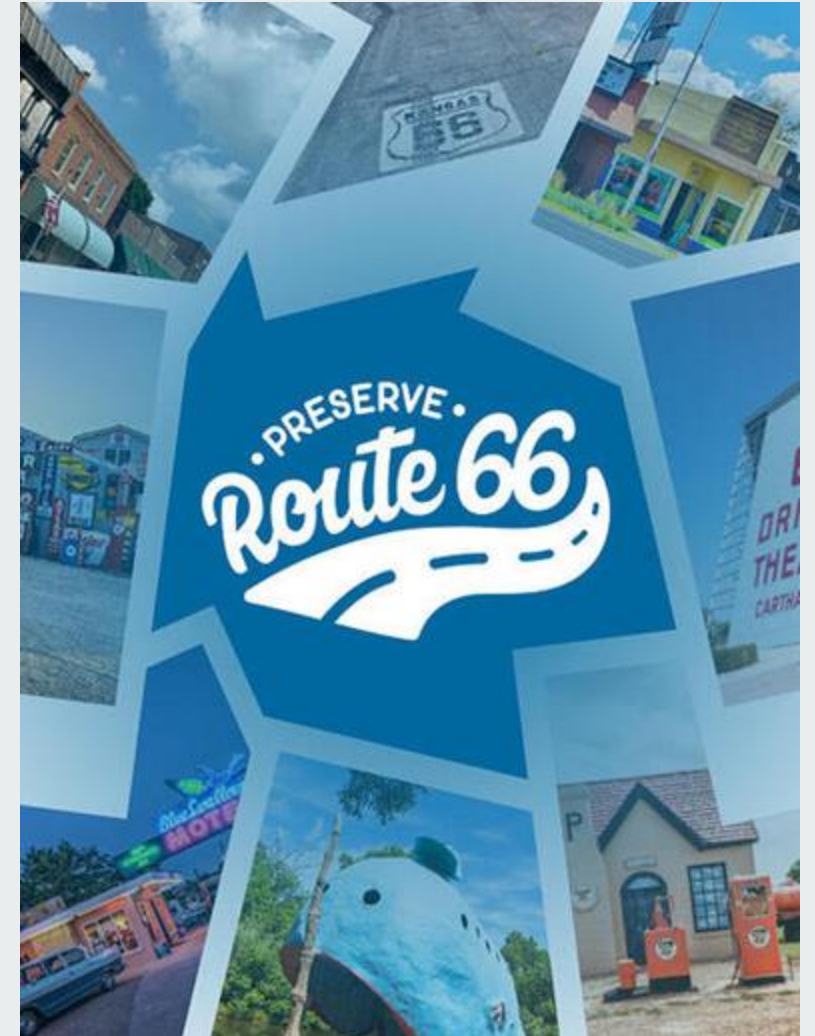
Lights, Camera, Convert: Video & Influencer Onboarding The Route 66 Edition



Maan Sacdalan



*National Trust for
Historic Preservation*





Maan Sacdalan

Director of Digital Production & Database Management

National Trust for Historic Preservation

- With the National Trust for Historic Preservation for 7 years
- Based here in Washington, DC, since 2009
- Over 20 years of experience in web design, client support, and helping nonprofits grow their impact through thoughtful, data-driven digital solutions
- Engaging Networks Partner, Maan Sacdalan Digital Design
- Co-Founder of Stratovation Partners and Co-Founder of Arbcentrix

FUN FACTS:

- When I first wrote this presentation, I went to Diner and ordered a sundae :)
- **Taking a Route 66 road trip** in with a high school bestie in March 2026, just in time to honor its 100th yr anniversary!

ABOUT NATIONAL TRUST FOR HISTORIC PRESERVATION

- For 75 years, the National Trust for Historic Preservation has led the movement to save America's historic places.
- A privately funded nonprofit organization, we work to save America's historic sites; tell the full American story; build stronger communities; and invest in preservation's future.



ROUTE 66: THE MOTHER ROAD

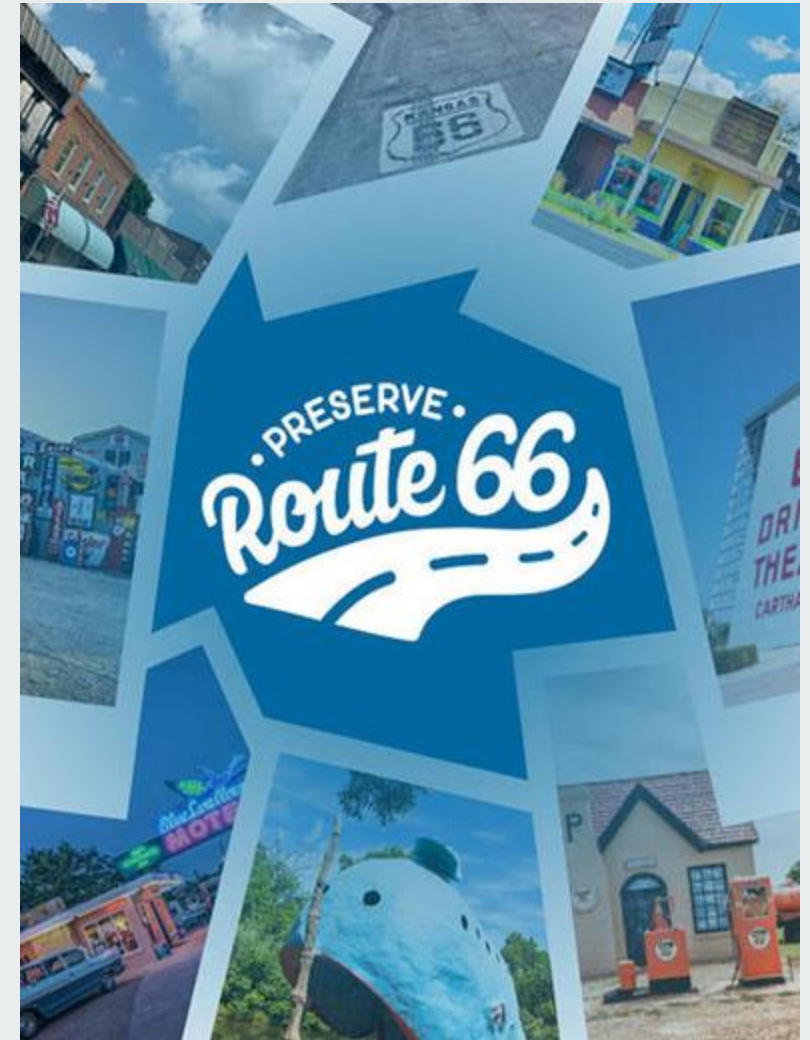
Often called the “**Mother Road**”, **Route 66** was **established in 1926** as one of the original highways in the U.S. Stretching over 2,400 miles from **Chicago to Santa Monica**, it became a symbol of freedom, migration, and adventure—connecting small towns and cities across eight states.

Decommissioned in 1985, its vintage motels, neon signs, and landmarks still capture the nation's imagination—but many are at risk and needs restoration to keep its history and charm alive for future generations.



PRESERVE ROUTE 66

Preserve Route 66 is a national campaign by the National Trust to protect the iconic landmarks, neon signs, and stories along America's most famous highway. Through public support and grant funding, the campaign helps restore historic places, spark education, and keep the spirit of Route 66 alive for future generations.



MEET DYLAN HUYNH



- YouTuber and food/travel influencer
- Aka "Hyper," is a YouTube with 700K+ audience
- Creator of: "I Tried Every Restaurant on Route 66"





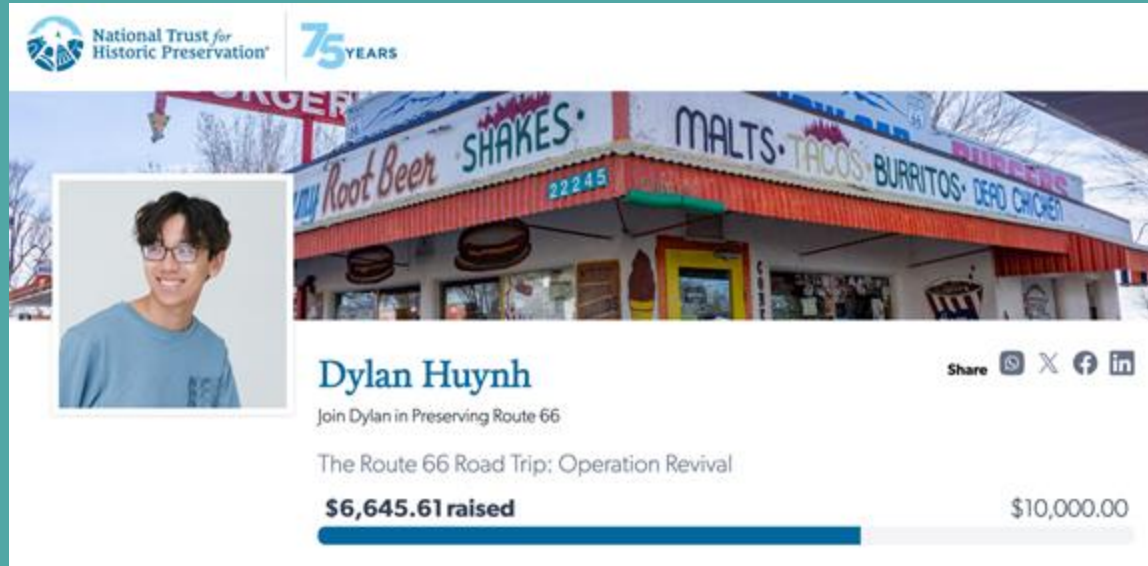
THE ROUTE 66: ROAD TRIP

- Dylan created a 5-part YouTube mini-series exploring iconic restaurants and roadside stops along Route 66, blending food, the movie *Cars*, travel, and history
- With his producer Jim they went to some classic diners, ate and then ranked them at the end of every episode

CONTENT IN ACTION



THE COLLABORATION



- Dylan reached out to the National Trust with a fundraising idea
- Aligned perfectly with our Preserve Route 66 goals
- Created a custom Peer to Peer landing page + donation page, embedded links in his videos



Donor Roll



Larry & Kay donated \$51.50

Informative, fun, and inspiring.



Christine donated \$25.00



Kathleen donated \$35.00

Greatly enjoyed your Route 66 series. Was sorry when it ended.



Dre donated \$25.75

W series bro



Adrien donated \$25.75

Love from Hawaii and LA



Nicole donated \$51.50

KACHOW



Jack donated \$10.30



Molly donated \$51.50



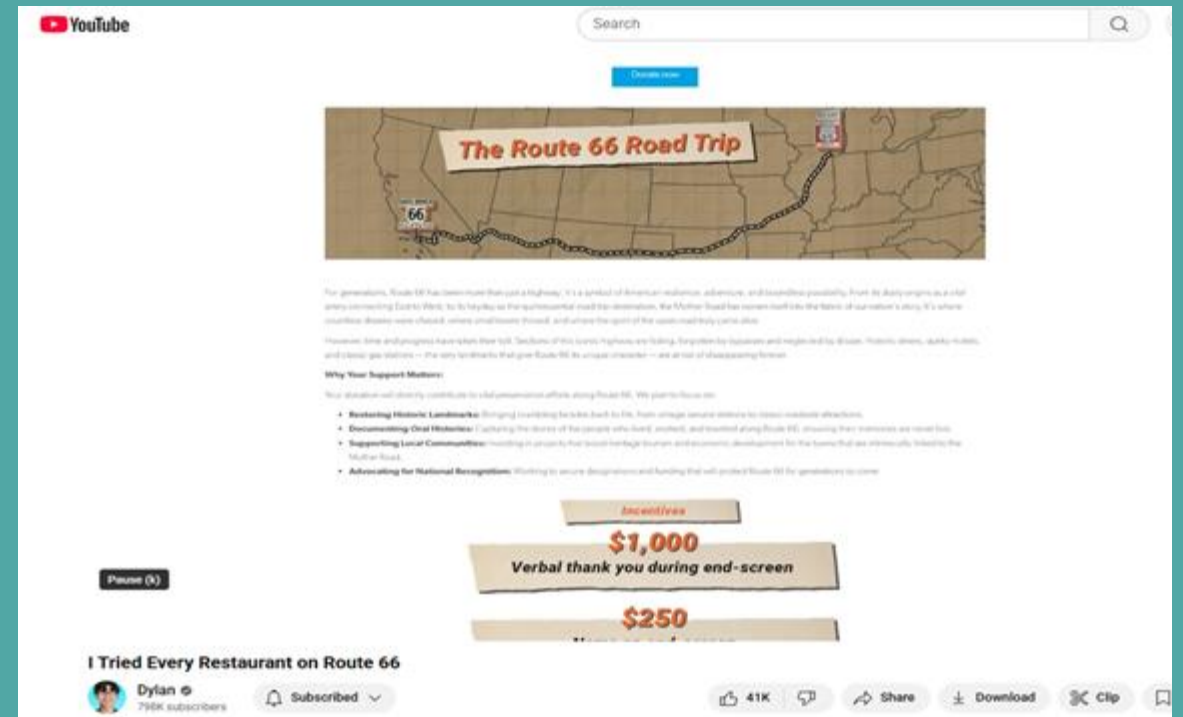
Satish donated \$25.75



Stephanie donated \$5.15

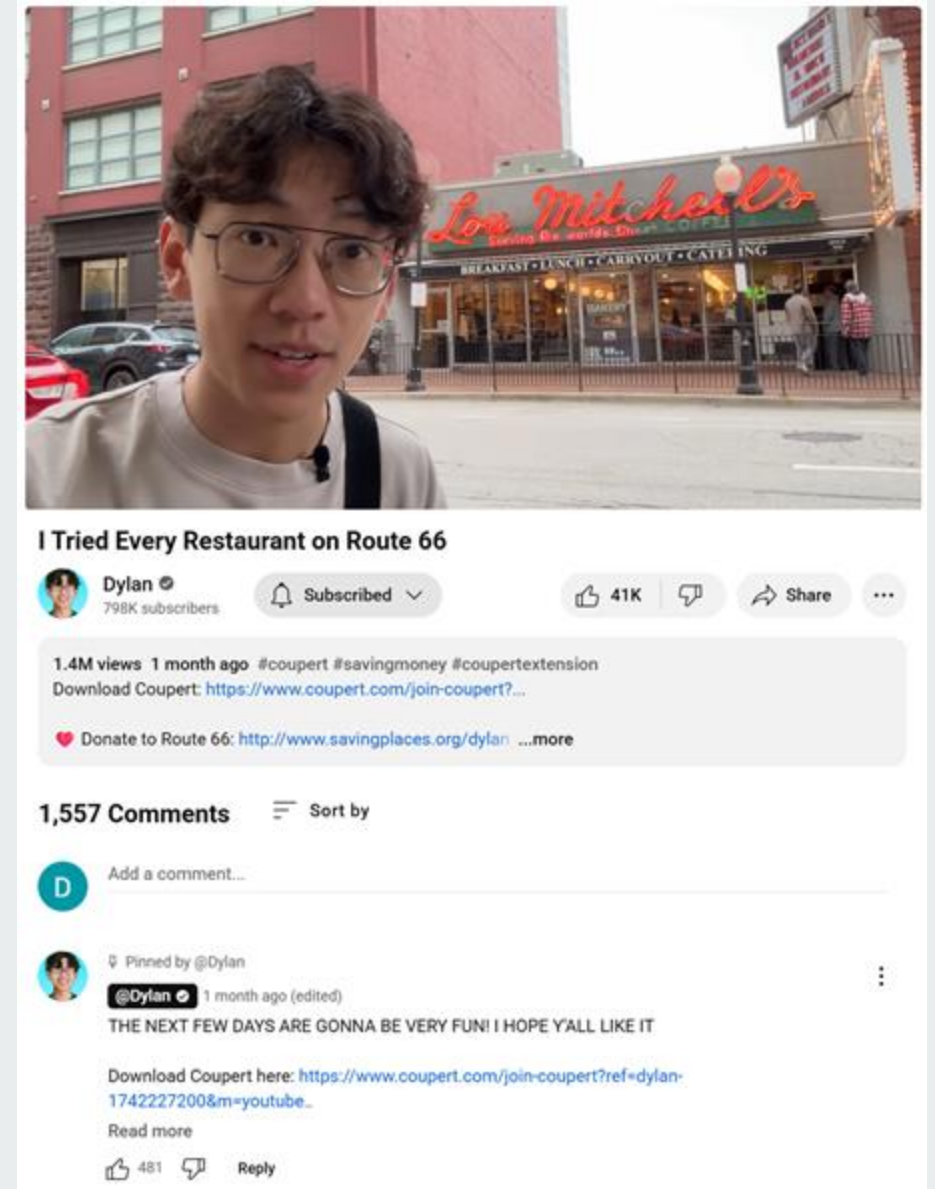
CONTENT IN ACTION

- End of each episode: Support of Route 66
- Clear path to donation to our Peer to Peer page savingplaces.org/dylan
- Links in video descriptions and social posts to donate
- Incentives to be mentioned at the end screen of each video



'I Tried Every Restaurant on Route 66' Results

- 5 videos uploaded from June 28 to July 31, 2025
- Total Number of Views: **4,329,156**
- Total Number of Comments: **4,545**
- Total Number of likes: **102,000**
- From June-July 2025, he gained **42,000** new subscribers.
- On July 7, he received the highest number of views- **1,803,127**
- His highest viewed video series within three months.



RESULTS & REACH

- High engagement in YouTube and Tiktok in young audiences
- Traffic spike to Preserve Route 66 landing pages and other Route 66 stories. 2,100 visits in June,
- 5,250 visits in July. **83% jump**
- Increased donations and list growth, 200+ new low-dollar donors, close to **\$6,000** in a few weeks.



ROADMAP TO REPLICATION

- Identify aligned creators with engaged audiences
- Invite co-created ideas
- Develop branded assets and simple links
- Provide messaging support and data insights
- Track and optimize: clicks, leads, conversions





TIPS FOR PARTNERING WITH INFLUENCERS

- Look beyond follower count: focus on audience trust
- Keep asks simple and clear
- Provide transparency on use of funds
- Celebrate their contribution publicly
- Get Matched: Reach out to creator/influencer-based agencies that have a database of influencers you can match with (*Good Influence/Social Current/M&R*)





KEY TAKEAWAYS

- **Content Creator / Influencer collaboration can help drive engagement:** Partnering with Dylan helped amplify the campaign's reach, especially among younger audiences on YouTube and TikTok.
- **Authentic storytelling wins:** Dylan's real-time road trip experience and genuine passion for preservation made the campaign relatable and memorable.
- **Cross-channel promotion matters:** The ongoing Preserve Route 66 campaign included a Q/A, social media, email, landing pages to create a seamless supporter journey.





CAMPAIGN LEARNINGS

- Come up with an engagement strategy to align with the audience to help with any drop off after the first engagement
- Future peer-to-peer opportunities should incorporate a more tailored onboarding process to help retain these new donors and reduce opt-outs.



DMAV Multi-Channel Mini-Con 2025

Thank you for attending!



PreserveRoute66.org



Maan Sacdalan

Let's connect:

msacdalan@savingplaces.org