



One Last Thing...

Advice for the Future

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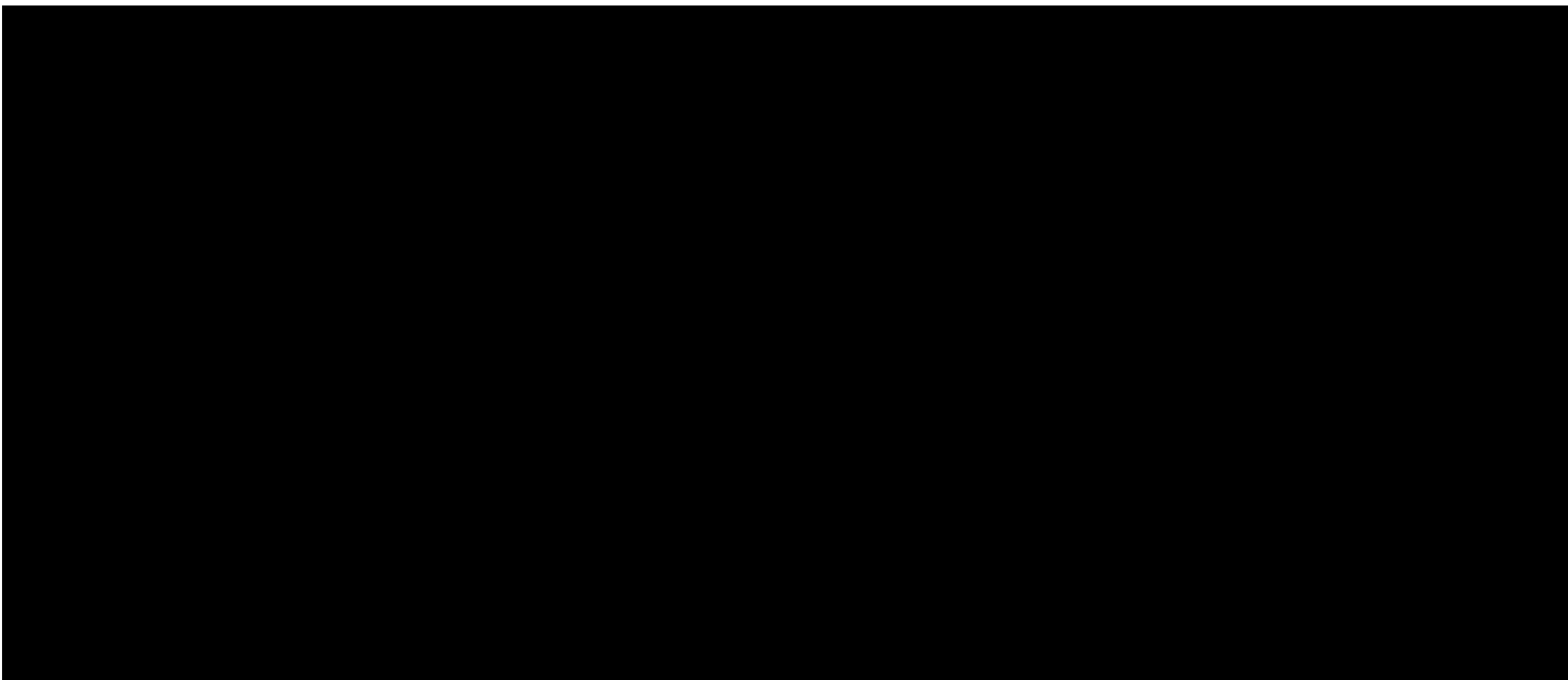
Philatelic Society of Lancaster County

9 April 2025

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Barriers to Collecting

1. Stamp Collecting is "Old-Fashioned"
 2. Lack of Awareness
 3. Competing Interests
 4. Lack of Inclusivity or Fresh Perspectives
 5. Cost Barriers
 6. Misalignment with Digital Culture
 7. Limited Social Aspect
 8. Lack of a Broader Narrative
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A tortoise with a brown and yellow patterned shell is crossing a gravel road. In the background, there are green bushes, a yellow diamond-shaped road sign, and a range of mountains under a cloudy sky.

Advice for the Future
Organized Philately is NOT a Hobby!





“People don’t buy what you do; they buy why you do it. And what you do simply proves what you believe.”

Simon Sinek

Habits of a Stamp Collector



ACQUISITION



DISPOSITION



EDUCATION



SOCIALIZATION

Defining Our New Audience

Millenials: 30-44 years old

- Mobile first
- Focused on brand values: authenticity, preservation, and unboxing
- Experiences, not entertainment, are most important
- Be authentic
- More than words: Visuals, visuals, visuals
- Keep your website/blog/social media updated
- Meet them where they are – stop waiting for them

Digital Forward



Develop Digital Platforms

Modern, user-friendly websites with interactive features for connecting, buying, and education.

Offer mobile-friendly experiences to manage collections and resources on the go.



Social Media Engagement

Utilize social media platforms to showcase collections and share engaging stories about philately.

Promote stamp collecting as an exciting and educational hobby.



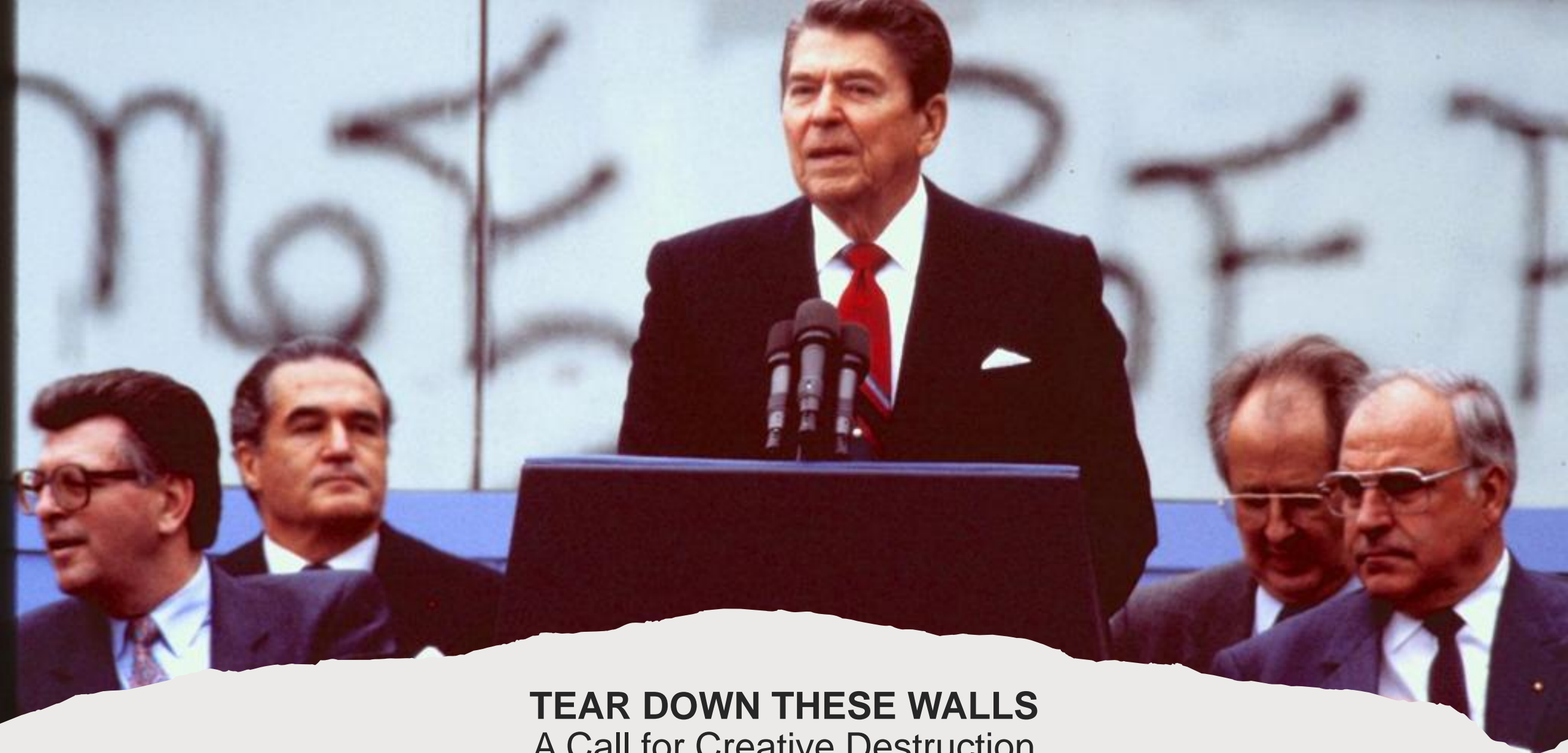
Virtual Events and Webinars

Connect collectors worldwide and reduce geographical barriers.

Offer courses with experts on stamp buying, history, and preservation techniques.

TOO BIG TO GROW

- 1 national organization
- 200 specialty societies
- 400 local chapters
- 21 Annual World Series of Philately Shows



TEAR DOWN THESE WALLS
A Call for Creative Destruction

Act Local,
Think
Global



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Coming to the APS in 2025


- **Communities:** Creating virtual communities for members and collectors to connect on a variety of topics.
- **The Stephen Campbell Home of Online Learning (Stamp SCHOOL):** \$200,000 initiative to create online education platform and content.
- **New Membership Platform/Website:** Improved member engagement, improved eCommerce, easier to use, more secure.
- **Marketing/Outreach:** More engaging content through newsletters, video marketing, podcasts, and social media campaigns.

For Us, By Us

“It is not the critic who counts; not the man who points out how the strong man stumbles or where the doer of deeds could have done better. The credit belongs to the man who is actually **in the arena...**”


Theodore Roosevelt



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Thank You for Listening, Teaching, Encouraging, and Your Friendship

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