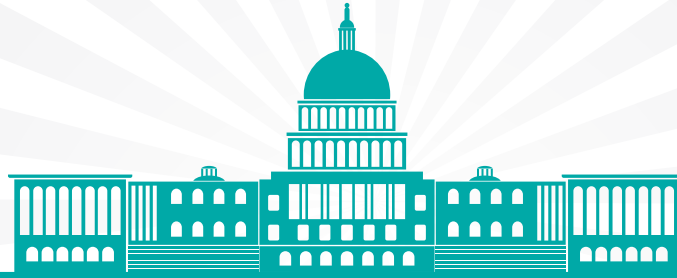




American Alliance of Museums



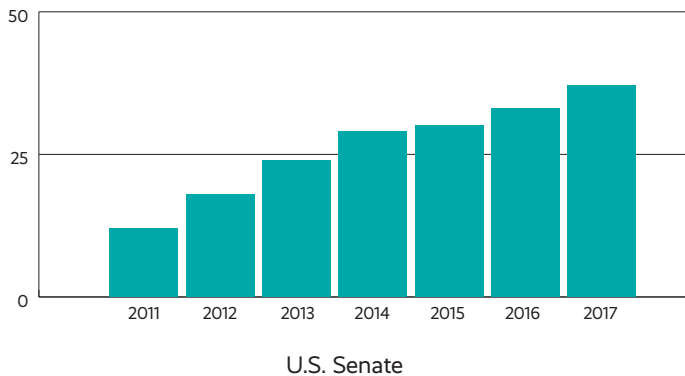
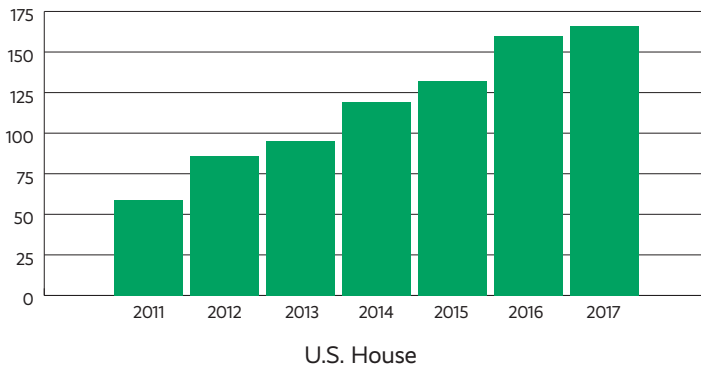
10TH ANNUAL
MUSEUMS ADVOCACY DAY

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February 26–27, in Washington, DC

We Are Making an Impact!

Members of Congress Supporting Office of Museum Services Funding



Massachusetts advocates meet with Congressman Michael Capuano during Museums Advocacy Day 2017.

Since 2009, thousands of advocates have come to Museums Advocacy Day.

- More than **2,700** Capitol Hill meetings
- Thousands of advocates trained, and **96 percent** said they would continue advocating
- Over **2,400** tweets about museum advocacy in 2017, including several by members of Congress!

Thank you so much for all of the work that you put into making Museum Advocacy Day such a joy to participate in. It was my first AAM advocacy event...and I found it to be organized, engaging, and a great use of time.

The prepared social media and advocacy materials were also a huge help.”

Kristin Priscella, Chief Strategy Officer, Arizona Science Center

WHO:

300-plus advocates including museum directors, trustees, educators, development officers, government relations, visitor services, volunteers, students, and business owners. Alliance members register for free. Members of organizations sponsoring Museums Advocacy Day at the partner, leader, and co-convenor levels register for free.

WHY:

Do you feel museums are fully appreciated by policy makers? Are you concerned about political challenges to museums and nonprofits? Museums Advocacy Day is your chance to share your views with policymakers on Capitol Hill—and hone your skills to make the case at the state and local level—that museums are essential.



(right to left) Museum trustee Margaret Benjamin and advocate Sharon Holm meet with Congresswoman Alma Adams' staff during Museums Advocacy Day 2017.



South Carolina advocates meet with Congressman Joe Wilson during Museums Advocacy Day 2017.

HOW:

Advocates take part in a day of issue briefings and then prepare for the following day's meetings on Capitol Hill with members of Congress and their staffs. Scheduled by the Alliance, these meetings provide you the opportunity to tell your representatives' offices about your work. We also provide the tools to advocate from home or wherever you are.

“Advocating really felt very affirming. I never realized how much stock legislators and their staff put into their constituents' viewpoints.”

Emily Lassiter, Educational Program Manager and Project Coordinator, North Carolina Pottery Center

“I've been very successful with local advocacy, and I felt like it was time to take it to the next level.”

Melissa Prycer, Dallas Heritage Village

SUPPORT MUSEUMS ADVOCACY DAY 2018!

<http://bit.ly/SupportMuseumAdvocacy>