

## YEAR-ROUND MUSEUM ADVOCACY PLAN

Done!	Month	Advocacy Activity
<input type="checkbox"/>		Learn about your legislators – who they are and what issues matter to them.
<input type="checkbox"/>		Invite your legislators and their local staff to visit the museum.
<input type="checkbox"/>		Ask your legislators for stories about what museums mean to them, and highlight their feedback in your newsletter and website.
<input type="checkbox"/>		Attend an event sponsored by your legislators' offices – many Members hold open houses or coffee hours at their district offices so they can meet members of the community. Better yet, offer to host one of these events!
<input type="checkbox"/>		Engage your trustees – set aside time at your next board meeting to encourage trustees to communicate with legislators.
<input type="checkbox"/>		Add your legislators and their district offices to your mailing list so they are aware of upcoming events and programs your museum is doing.
<input type="checkbox"/>		Participate in Museums Advocacy Day in February and in online advocacy opportunities throughout the year by AAM.
<input type="checkbox"/>		Create your museum's Economic Impact Statement to share with legislators.
<input type="checkbox"/>		Work with legislators to draft a statement about your museum to be submitted as part of the Congressional Record or to craft an op-ed about what the museum means to the community.
<input type="checkbox"/>		Help engage your supporters and visitors in the cause. Connect to AAM's advocacy website from your museums website and encourage your community to Speak Up for Museums!
<input type="checkbox"/>		Reach out to your local Convention and Visitor's Bureau to make sure they have accurate information about what you do and to identify ways to partner in promoting your role in the community.
<input type="checkbox"/>		Stay informed and engaged – join AAM's advocacy distribution list to get updates on breaking news and action you can take throughout the year.