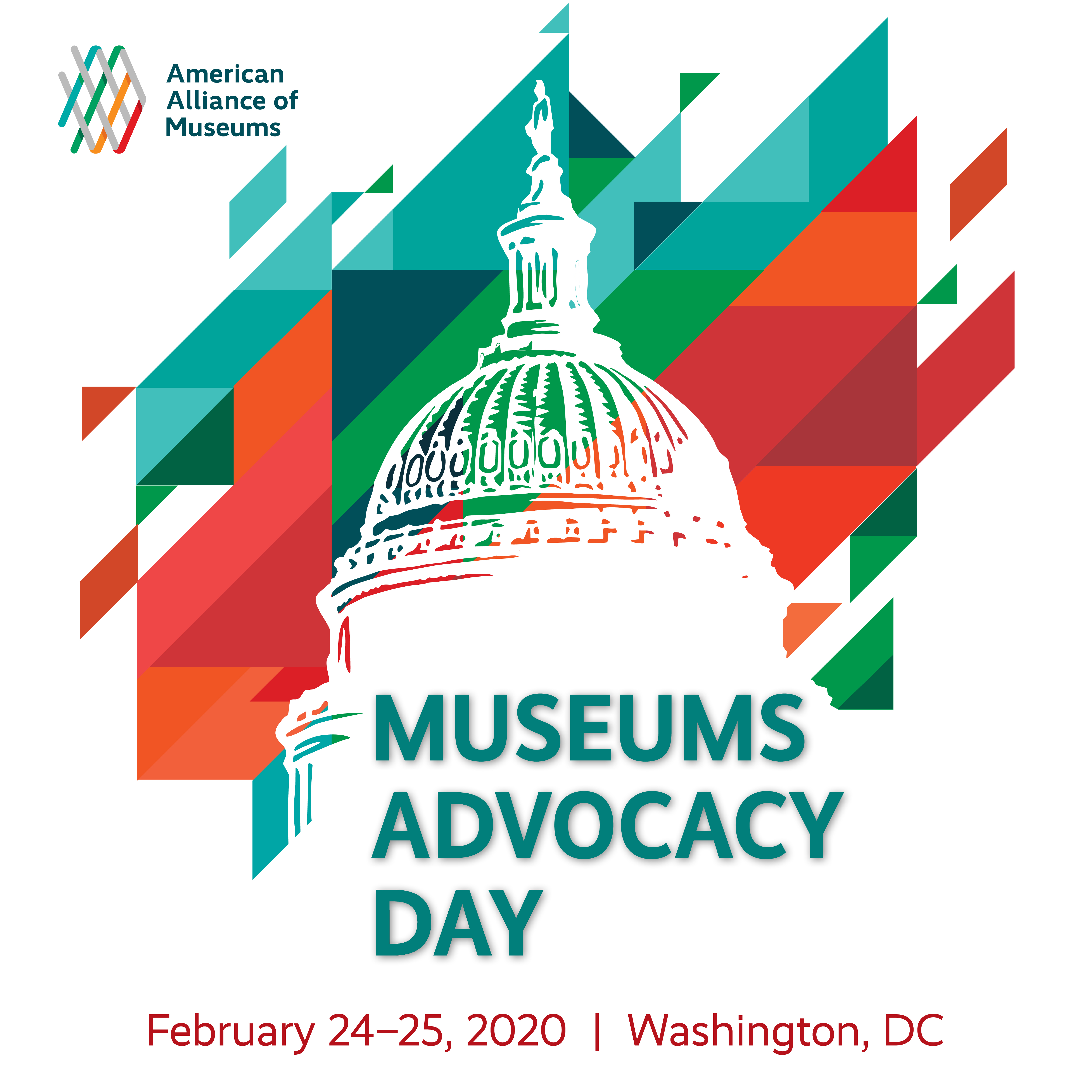
**Museum Advocates Media Kit**

**Museums Advocacy Day 2020 Museum Advocates Media Toolkit**

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Introduction & Thank You

Thank you for being a museum advocate!

As you know, museums have an ongoing fight ahead of us. Today's national policy debates will impact our museums for years to come. Together as a field, we've defeated several threats to eliminate federal agencies supporting museums, but we must keep making our case to Congress. Legislators do not know how their decisions affect museums if they don't hear directly from us.

Congress faces an enormous list of policy issues to consider, many of which can have a lasting effect on museums. Beyond federal funding, there's tax reform, education policy, infrastructure legislation, and other issues that significantly affect the museum community. In 2019, hundreds of advocates visited lawmakers in person, and thousands contacted them online, to assert the value of museums to American society. Our efforts are strengthened when we speak together with one voice. **We are grateful to have you as a fellow advocate in our collective movement.** When you engage in Museums Advocacy Day 2020, you can influence our entire field, and the communities we serve, for years to come.

In this Museum Advocate Media Toolkit, you will find the resources needed to share information about participating in Museums Advocacy Day 2020 with your networks, followers, colleagues and peers , and to encourage them to advocate from anywhere before, during, and after Museums Advocacy Day. If you have any questions about participating in Museums Advocacy Day 2020 or using this toolkit, please don’t hesitate to reach out to our Advocacy & Government Relations or Communications team at [governmentrelations@aam-us.org](mailto:governmentrelations@aam-us.org) or stratcomm@aam-us.org.

Yours in advocacy,

Ember Farber Barry Szczesny

Director, Advocacy Director, Government Relations & Public Policy

Museums Advocacy Day 2020 Logistics

**Date**: February 24-25, 2020

**Location**: Washington Plaza Hotel, Washington, D.C.  
**Contact**: [governmentrelations@aam-us.org](mailto:governmentrelations@aam-us.org)

# Museums Advocacy Day Housing

In our commitment to making Museums Advocacy Day as affordable as possible, the Alliance has secured a **deeply discounted** block of rooms at the [**Washington Plaza Hotel**](https://bookings.washingtonplazahotel.com/reservation/roomdetails/139601?rooms=1&adults_1=1&checkin=20200221&checkout=20200227&bookingcode=W098T), where Monday programming takes place and a short Metro ride from Tuesday’s Capitol Hill events and congressional meetings.

### [Book your room at the Washington Plaza Hotel by Jan. 31!](https://bookings.washingtonplazahotel.com/reservation/roomdetails/139601?rooms=1&adults_1=1&checkin=20200221&checkout=20200227&bookingcode=W098T)

## Washington Plaza Hotel

10 Thomas Circle, NW  
Washington, DC 20005  
 **Museums Advocacy Day Rate:** $199 per night (plus tax) **Rate available until January 31, 2020!**  
**By phone:** 202-842-1300 or 800-424-1140  
(reference American Alliance of Museums)

Talking Points

Have an opportunity to talk to others about the importance of the museum field? Use these quick facts and talking points to communicate the positive impact museums have on the U.S.

* Museums are economic engines, contributing $50 billion to the U.S. economy annually, supporting more than 726,000 American jobs and generating $12 billion in tax revenue to all levels of government.
* Museums are critical to their communities: investing some $2 billion and 18 million instructional hours annually in education programs that reach students of all ages and needs.
* Museums provide powerful and healing healthcare programs that reach diverse populations and support national security and diplomacy efforts through international cultural exchange.
* Americans care deeply about their museums: every week, they donate over 1 million volunteer hours to the museum field.
* Americans want action: 95 percent would look more favorably on a legislator who acted to support museums.

Email & Social Media

Email and social media are critical to broadening and reinforcing our advocacy messages with legislators and engaging other advocates nationwide in Museums Advocacy Day. Below, you will find information, tips, resources, links and images for your use before, during, and after Museums Advocacy Day 2020. Follow AAM on [Facebook](https://www.facebook.com/americanmuseums) & [Twitter](https://twitter.com/aamers) for posts about Museums Advocacy Day that you can easily share. **Use the social share graphics included in your Museum Advocate Media Kit to make your communications efforts shine and to show your support!**

Sample Email or Listserv Language

**Short-format copy samples**

**Have your legislators heard from you lately?**

Congress faces an enormous list of policy issues to consider, many of which can have a lasting impact on museums. Beyond federal funding, there's tax reform, education policy, infrastructure legislation, and other issues that significantly affect the museum community. Join us by standing up for museums during Museums Advocacy Day 2020!

[Advocate from anywhere](https://www.aam-us.org/programs/advocacy/advocate-from-anywhere/)

**Museums have an ongoing fight ahead of us.**

Today’s national policy debates will impact our museums for years to come. As constituents, you are in the best position to create lasting change. Constituent visits have a greater influence on legislators than any other group or strategy. It's up to you to make the case for museums to Congress and tell your story of why museums are important to you and your community!

[Stand up for museums by advocating from anywhere](file://C:\\Users\\nkhashan.DOMAIN0\\Dropbox (AAM)\\Museum Advocacy Day\\MAD 2020\\Media Kits and MAD Graphics\\•As constituents, you are in the best position to create lasting change. Constituent visits have a greater influence on legislators than any other group or strategy. It's up to you to make the case for museums to Congress and tell your story of why museums are important to you and your community. Being an engaged constituent is your advocacy super-power!)

**Will your voice be heard?**

In 2019, hundreds of advocates visited lawmakers in person, and thousands contacted them online, to assert the value of museums to American society. It’s important that all museums are represented at Museums Advocacy Day 2020. You don’t have to be on Capitol Hill to advocate for museums in your community, and across the nation.

[Learn how to advocate from anywhere](https://www.aam-us.org/programs/advocacy/advocate-from-anywhere/)

**Long-format copy sample**

**Join us by standing up for museums during Museums Advocacy Day 2020**

Museums have a continued fight ahead of us. Today's national policy debates will impact our museums for years to come. Congress faces an enormous list of policy issues to consider, many of which can have a lasting impact on museums. Beyond federal funding, there's tax reform, education policy, infrastructure legislation, and other issues that significantly affect museums’ ability to serve our communities. Legislators do not know how their decisions affect museums if they don't hear directly from you—the people they represent. As constituents, you are in the best position to create lasting change. Constituent visits have a greater influence on legislators than any other group or strategy. It's up to you to make the case for museums to Congress and tell your story of why museums are important to you and your community!

Museums Advocacy Day is an inspiring, energetic, and impactful event taking place February 24-25, 2020. Be a part of our collective movement by advocating from anywhere using [these tools](https://www.aam-us.org/programs/advocacy/advocate-from-anywhere/) and joining the conversation on social media using #MuseumsAdvocacy2020.

Social Media

**Graphics to support your social media activity can be found in your media kit folder.**

**Museums Advocacy Day Hashtags:**

* #MuseumsAdvocacy
* #MuseumsAdvocacy2020

**Sample Tweets:**

* I’m advocating for #museums this #MuseumsAdvocacy2020. Join our collective movement by advocating from anywhere <http://bit.ly/AdvAnywhere>
* Speak up for #museums! Tell your legislators why museums matter to you. #MuseumsAdvocacy2020 <http://bit.ly/AdvAnywhere>
* Your voice matters! Make sure your legislators know the value of #museums in your community. Use these tools to contact Congress: <http://bit.ly/AAMContactCong> #museumsadvocacy #museumsadvocacy2020
* I’ll be on Capitol Hill during #MuseumsAdvocacy2020 urging Congress to support museums. Will you help us by contacting your legislators about the importance of museums? <http://bit.ly/AdvAnywhere>
* [tag your legislators] – Museums are economic engines, critical to our communities, and important to Americans. As a resident of [locale], I am urging you to support the museums you represent! #MuseumsAdvocacy2020
* We are all #museum advocates. It’s up to us to make the case to Congress about the unique value of #museums. Will you speak up for museums in 2020? <http://bit.ly/AdvAnywhere>
* Every voice matters. Make sure your legislators know the value of #museums in your community. Use @AAMers tools to Contact Congress: <http://bit.ly/AAMContactCong> #museumsadvocacy #museumsadvocacy2020
* [tag your legislators] – Museums are important to me and [locale], because [insert why museums are important to you and your community]. I am urging you to support our local museums! #MuseumsAdvocacy2020

**Sample long-form social media posts (for Facebook, LinkedIn, Instagram):**

* I’m advocating for #museums this #MuseumsAdvocacy2020. Join our collective movement by advocating from anywhere <http://bit.ly/AdvAnywhere>
* Your voice matters! Make sure your legislators know the value of #museums in your community. Whether you’re a seasoned advocate or have never contacted your legislator before, use these tools to contact Congress today: <http://bit.ly/AAMContactCong> #museumsadvocacy #museumsadvocacy2020
* I’ll be on Capitol Hill during #MuseumsAdvocacy2020 urging Congress to support museums. Will you help us by contacting your legislators about the importance of museums? <http://bit.ly/AdvAnywhere>
* [tag your legislators] – Museums are economic engines, critical to our communities, important to all Americans, and even provide powerful healthcare programs. As a resident of [locale], I am urging you to support the museums you represent! #MuseumsAdvocacy2020
* We are all #museum advocates and every voice matters. It’s up to you to let your legislators know about the value of museums in your community. Use tools from the American Alliance of Museums to easily contact congress and speak up for museums in 2020. #MuseumsAdvocacy2020 <http://bit.ly/AdvAnywhere>
* Every voice matters. Make sure your legislators know the value of #museums in your community. Use @AAMers tools to Contact Congress: <http://bit.ly/AAMContactCong> #museumsadvocacy #museumsadvocacy2020
* [tag your legislators] – Museums are important to me and [locale], because [insert why museums are important to you and your community]. I am urging you to support our local museums! #MuseumsAdvocacy2020

**Advocating on Social Media at Museums Advocacy Day 2020**

* You are encouraged to **take pictures during Museums Advocacy Day**, including before and after your Congressional visits with your members of Congress and/or Congressional staff. Always ask first, but most offices will be very happy to take pictures with you. Be sure to accurately [**tag the office**](http://bit.ly/AAMLegLookUp) and **@AAMers** in your pictures whenever possible!
* Get a **group picture** with your state’s and region’s advocates! Be sure to tag **@AAMers** if you post these pictures. Email your photos to [governmentrelations@aam-us.org](mailto:governmentrelations@aam-us.org) with permission for AAM to use these photos in our communications following Museums Advocacy Day.
* If your organization has social media feeds and staff or volunteers managing them, be sure to **share this information** with them and encourage them to use and follow #MuseumsAdvocacy2020 on social media throughout Museums Advocacy Day.
* **Video** can be a fun way to capture your Museums Advocacy Day experience as you travel to and from Washington, DC and **between\*** programs and visits. **\**No live recording during Monday programming or Tuesday Congressional Visits.***
* **“Like” and “follow” your legislators** on social media (Facebook, Twitter, YouTube and Instagram). You can learn a lot about someone’s priorities and interests by connecting with their social media. Use our [Legislator Lookup](http://bit.ly/AAMLegLookUp) to find your federal and state legislators and their Facebook, Twitter and YouTube information (where available). ***Remember to post positive messages about your interactions with legislators and public figures, and to tag them accurately in your posts.***

**Links to advocacy tools and resources:**

* [Museums Advocacy Day 2020 Registration](https://www.aam-us.org/programs/museums-advocacy-day/register-for-museums-advocacy-day/)
* [Advocate Materials](http://bit.ly/AdvMaterials)
* [Advocacy Resources](http://bit.ly/AAMAdvResources)
* [Advocate from Anywhere](http://bit.ly/AdvAnywhere)
* [Economic Impact Statements](http://bit.ly/AAMEconImpact)
* [Educational Impact Statements](http://bit.ly/AAMEdImpact)
* [Contact Congress Email Templates](http://bit.ly/AAMContactCong)
* [Museums as Economic Engines](https://www.aam-us.org/2018/01/19/museums-as-economic-engines/)
* [Museums & Public Opinion](https://www.aam-us.org/2018/01/20/museums-and-public-opinion/)
* [Find your legislators](http://bit.ly/AAMLegLookUp) (and their social media info!)
* **Thank you** [**2020 Supporters**](https://www.aam-us.org/programs/museums-advocacy-day/2020-supporters/)**!**