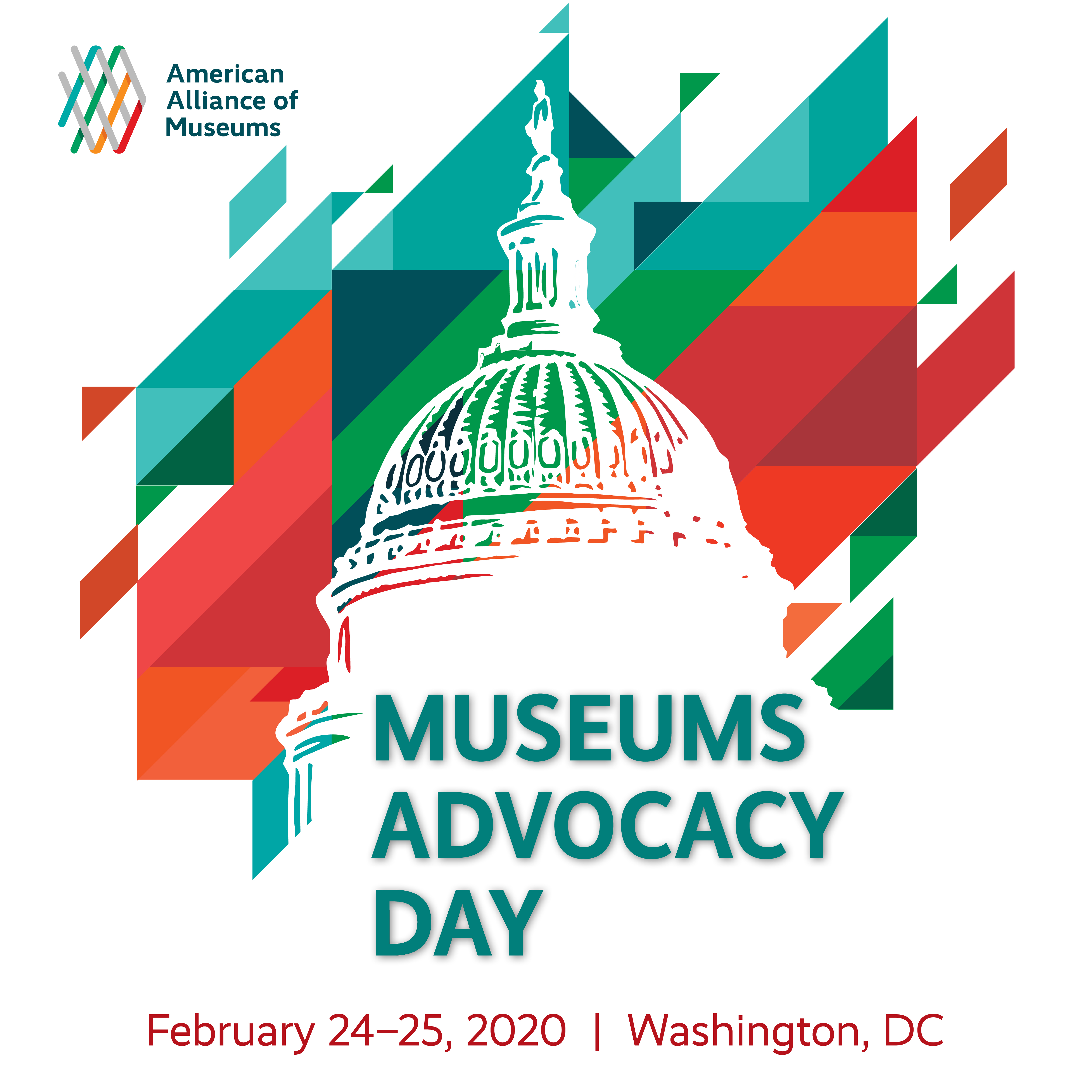
**Museum Media Kit**

**Museums Advocacy Day 2020 Museum Media Toolkit**

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Introduction & Thank You

Thank you for spreading the word about Museums Advocacy Day 2020!

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. When you engage in Museums Advocacy Day 2020, you support our entire field, and the communities we serve, for years to come.

In this Museum Media Toolkit, you will find the resources needed to share information about participating in Museums Advocacy Day 2020 with your staff, volunteers, and audiences, 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 teams at [governmentrelations@aam-us.org](mailto:governmentrelations@aam-us.org) and stratcomm@aam-us.org.

Thank you ,

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 for the Media

Have an opportunity to talk to the media (local, regional, or national) 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.

Sample Press Release for Museums Sending Representative(s) to   
Museums Advocacy Day 2020

**[NAME OF ADVOCATE, NAME OF MUSEUM] TO MAKE THE CASE FOR MUSEUMS   
ON CAPITOL HILL**

**[INSERT DATE AND LOCATION]** ─ [Name, title and museum name] will travel to Washington, D.C. February 24-25 to petition our government and make the case for museums.

Joined by museum leaders from across the country, [last name of advocate] will be visiting members of Congress and their staffs to make the case for federal support of America’s museums. [They] will be among more than 300 museum professionals and supporters from across the country participating in the 12th annual [Museums Advocacy Day](http://www.aam-us.org/advocacy/museums-advocacy-day), organized by the [American Alliance of Museums](http://www.aam-us.org/).

**Museums support more than 726,000 American jobs and contribute $50 billion annually to the U.S. economy.** The economic activity of museums generates more than $12 billion in annual tax revenue, with one-third of it going to state and local governments. Each job created by the museum sector results in $16,495 in additional tax revenue.

Congress faces a vast list of policy issues, many of which can have a lasting impact on museums. Among other issues, museum advocates will urge Congress to increase funding for federal agencies that help museums better serve their communities, such as the Institute of Museum and Library Services, enact legislation to increase charitable giving, and support museums’ expanding role in education.

“In order for [name of museum], and similar institutions across the country, to continue to thrive, we have to ensure that legislation at the federal level provides a level playing field in terms of federal tax policy and federal funding,” said [advocate]. “[name of museum] is proud to speak up about Museums Advocacy Day 2020 and advocate for the enormous positive impact museums have on the U.S.”

“Museums are essential to our country, as part of our educational infrastructure, as economic engines, and as community anchors,” said **Alliance president and CEO Laura L. Lott**. “We feel privileged that [name of advocate] will be joining us on Capitol Hill for Museums Advocacy Day. [Name of museum] is doing extraordinary work in [name of locale] and the members of Congress from [name of state] need to hear from constituents about how the museum serves its community.”

**About [museum]**

**[Your organization’s information here.]**

**About the American Alliance of Museums**

The American Alliance of Museums has been bringing museums together since 1906, helping to develop standards and best practices, gathering and sharing knowledge, and providing advocacy on issues of concern to the entire museum community. Representing more than 35,000 individual museum professionals and volunteers, institutions, and corporate partners serving the museum field, the Alliance stands for the broad scope of the museum community. For more information, visit [www.aam-us.org](http://www.aam-us.org/).

For more information on [name of museum], visit [insert web address]. For more information on museums and their impact in communities nationally, visit [www.aam-us.org](https://owa.aam-us.org/owa/redir.aspx?C=b8812131cef24bd988865afa79d4dd27&URL=http%3a%2f%2fwww.aam-us.org).

###

Sample Economic Impact Op-Ed for Museums

(to complete this op-ed, easily pull specific geographic data from   
[AAM’s Museums as Economic Engines report](https://www.aam-us.org/2018/01/19/museums-as-economic-engines/))

Museums Support [specific geographic area or the U.S.]

Museums are vital not only to our society and culture, they are essential. In addition to serving as community anchors, creating unique education opportunities for people of all ages, and protecting our cultural heritage, museums are a boon to our economy.

Nationally, museums contribute $50 billion to the economy, support more than 726,000 American jobs, and generate more than $12 billion in tax revenue, one-third of it going to state and local governments. Each job created by the museum sector results in $16,495 in additional tax revenue. Every direct job at a museum supports an additional job in the economy, a higher rate than many other industries. In fact, museums and other nonprofit cultural organizations return more than $5 in tax revenues for every $1 they receive in funding from all levels of government.

Here, in [state], museums have a [$XXXX] total financial impact on [state]’s economy; support [XX] jobs; and generate [$XXXX] in federal, state, and local taxes.

Our legislators need to know the importance of museums in our communities and our economy. Congress faces a vast list of policy issues, many of which can have a lasting impact on museums. We are proud to be participating in Museums Advocacy Day 2020, organized by the American Alliance of Museums, to share the value of museums with new and returning legislators on Capitol Hill.

Among other issues, museum advocates will urge Congress to increase funding for federal agencies that help museums better serve their communities, such as the Institute of Museum and Library Services, enact legislation to increase charitable giving, and support museums’ expanding role in education.

We encourage citizens in our community to amplify our efforts in Washington. At the American Alliance of Museums website ([www.aam-us.org/advocacy](http://www.aam-us.org/advocacy)), you’ll find advocacy tools that let you convey your support for museums to your members of Congress with just a few clicks.

Name

Title

Museum / Organization

City

*Not for publication:*

Email

Address

Phone Number

Sample Education Impact Op-Ed for Museums

**Museums Support Education in [Name of Community]**

Museums are vital to the U.S. education system. Museums not only educate students, they provide professional development to our teachers and contribute to the development of local curricula. In fact, the typical museum devotes three-quarters of its education budget specifically to K-12 students. Nationally, museums invest more than $2 billion each year in educational programs and provide millions of hours of instruction to students and teachers, including approximately 55 million museum visits each year from school students.

Recent research demonstrates that museum field trips are more than a break from class. According to a study published in *Education Next*, students who attend a field trip to an art museum experience an increase in critical thinking skills, historical empathy, and tolerance. For students from rural or high-poverty regions, the increase was even more significant.

At the [museum name] we [local education impact and activities]. [See the Alliance website for a [template](https://www.aam-us.org/programs/advocacy/complete-your-educational-impact-statement/).]

Our museum’s educational impact is not limited to school-age students. We also [Cite life-long learning educational programs for other age groups and audiences, if applicable.]

Museums—from art and history institutions to zoos, science centers and all others —are a significant source of experiential learning, critical to many students. In these formats, difficult concepts including math and science become more easily understood.

And, museums are embracing the notion of holistic education in their communities. Across the nation, museums are stepping up to fill social service gaps, working with children on the autism spectrum, Alzheimer’s patients and their caregivers, and veterans bearing the physical and emotional scars of war.

We encourage citizens in our community to amplify our efforts in Washington, D.C. At the American Alliance of Museums website ([www.aam-us.org](http://www.aam-us.org)/advocacy), you’ll find advocacy tools that help you convey your support for museums to your members of Congress with just a few clicks.

Name

Title

Museum

City

*Not for publication:*

Email

Address

Phone Number

Email & Social Media

Email and social media are critical to broadening and reinforcing our advocacy messages with legislators and engaging 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 this Museum Media Kit to make your communications efforts shine and to show your support!**

Sample Email Newsletter or Website 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](https://www.aam-us.org/programs/advocacy/advocate-from-anywhere/)

**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:**

* There are so many ways to advocate 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
* You don't have to be in Washington, DC for #MuseumsAdvocacy2020 to make the case for museums. @AAMers have you covered: <http://bit.ly/AdvAnywhere>
* Current policy debates significantly affect #museums. Nothing has a bigger impact on legislators than hearing from you – their constituents – about why museums matter to you and your community. Stand up for museums this #MuseumsAdvocacy2020 <http://bit.ly/AdvAnywhere>
* Join the cause and advocate for our #museums from anywhere: <http://bit.ly/AdvAnywhere> #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

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

* There are so many ways to advocate 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
* You don't have to be in Washington, D.C. for #MuseumsAdvocacy2020 to make the case for museums. Use these tools from the American Alliance of Museums to stand up for museums online and from anywhere. <http://bit.ly/AdvAnywhere>
* Congress faces an enormous list of policy debates that significantly affect #museums. Nothing has a bigger impact on legislators than hearing from you – their constituents – about why museums matter to you and your community. Stand up for museums February 24-25 during #MuseumsAdvocacy2020 <http://bit.ly/AdvAnywhere>
* 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>

**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/)**!**