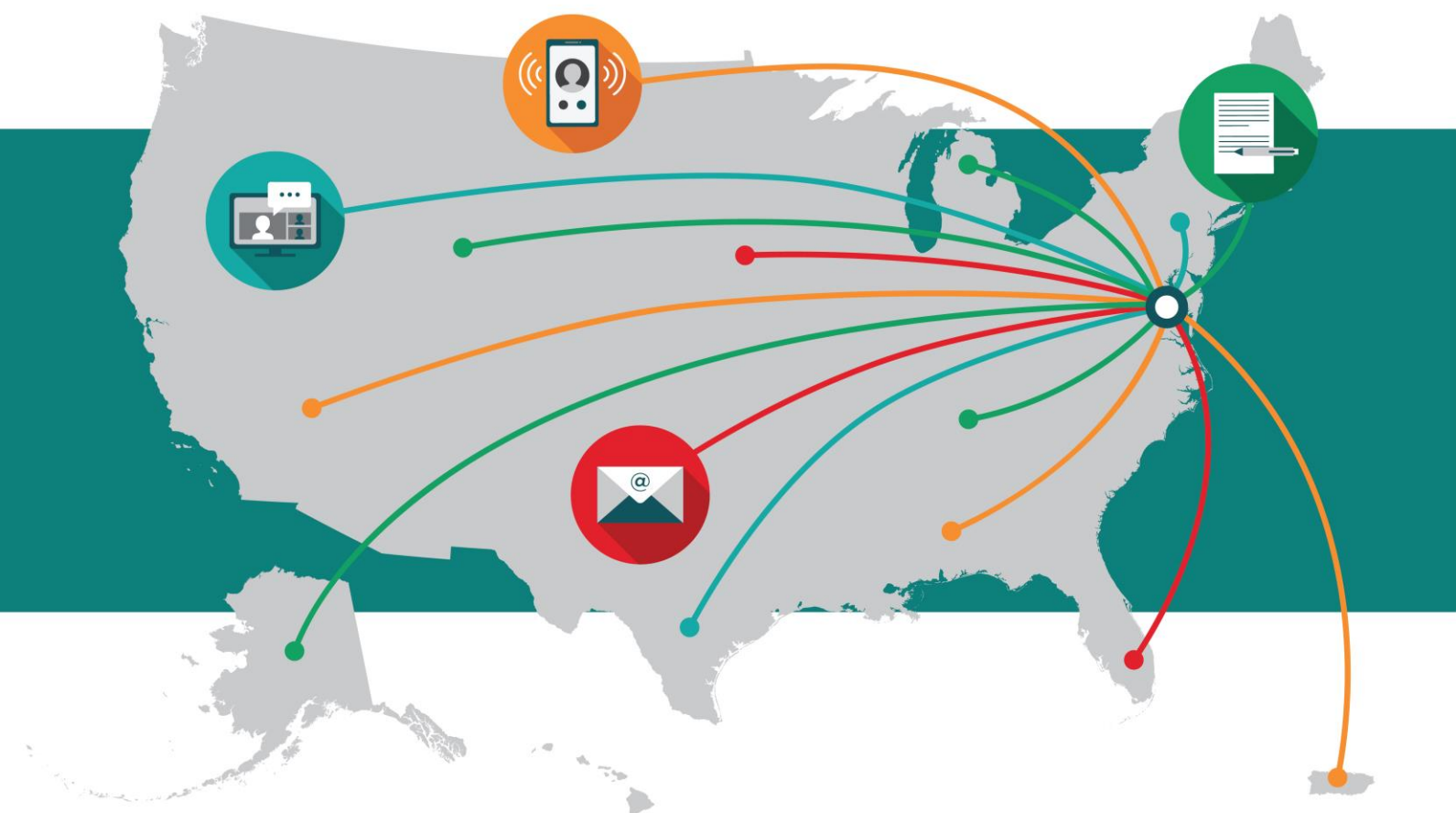




MUSEUMS ADVOCACY DAY

2021



February 22-23, 2021 • Virtual
www.aam-us.org



Museum Advocates Media Kit

Museums Advocacy Day 2021 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 speaking up for museums. This year, following the recent elections and with so many museums still in dire situations across the country, we must keep making our case to Congress. Legislators do not know how their decisions affect museums if they don't hear directly from you—the museums and people they represent.

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 2020, hundreds of advocates visited lawmakers in person, and thousands contacted them online, to assert the value of museums to American society. Our advocacy for museums is stronger 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 2021, you can influence our entire field, and the communities we serve, for years to come.

In this Museum Advocates Media Toolkit, you will find the resources needed to share information about participating in Museums Advocacy Day 2021 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 2021 or using this toolkit, please don't hesitate to reach out to our Advocacy & Government Relations or Communications team at governmentrelations@aam-us.org and communications@aam-us.org.

Yours in advocacy,

Ember Farber
Director, Advocacy

Barry Szczesny
Director, Government Relations & Public Policy

Museums Advocacy Day 2021 Logistics

Date: February 22-23, 2021

Location: Anywhere you are—Museums Advocacy Day 2021 is virtual!

Contact: governmentrelations@aam-us.org

We are currently planning for a robust virtual Museums Advocacy Day on February 22–23. The full Monday, Feb. 22 program will take place online. Tuesday, Feb. 23, Congressional meetings, to be held virtually, will be scheduled with Capitol Hill offices, designed for lawmakers, staff, and advocates to participate by video or phone.

Museums Advocacy Day 2021 participants will have access to the full virtual program, including timely information from policy leaders and advocacy and policy briefings, as well as opportunities to connect with fellow advocates, build their own advocacy skills, and get the tools they need to be a successful advocate for museums in 2021.

Visit www.aam-us.org/museums-advocacy-day for more information.

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. and the impacts the pandemic has had on them.

- The nation's museum community is facing an existential threat from the closures required to address the COVID-19 pandemic. Addressing this threat requires decisive action from the U.S. Congress beyond previous economic relief legislation. Normal revenue from admissions fees, retail sales, and event rentals have effectively ceased, and charitable contributions are expected to continue to decline dramatically.
- One third of museums are at risk of permanent closure due the impacts of the COVID-19 pandemic—that's 12,000 museums across the countries of all types and sizes, in rural communities to bustling cities.
- Over half (53%) of museums who responded to AAM's National Snapshot of COVID-19 Impact on US Museums survey have had to furlough or lay off staff. Overall, respondents indicate that approximately 30% of staff are currently out of work. Positions most impacted by staffing reductions included frontline (68%), education (40%), security/maintenance (29%), and collections (26%) staff.
- Even as museums are experiencing closures and significant losses in revenue, they are meeting an increase in demand for their services and safeguarding and supporting their communities. They are contributing to the ongoing education of our country's children by providing lesson plans, online learning opportunities, and drop-off learning kits to teachers and families. They are using their outdoor spaces to grow and donate produce to area food banks; and maintaining these spaces for individuals to safely relax, enjoy nature, and recover from the mental health impacts of social isolation. They are donating their PPE and scientific equipment to fight COVID-19, and providing access to childcare and meals to families of health care workers and first responders. In the midst of financial distress, they are even raising funds for community relief. Museums are pivotal to our nation's ability to manage through the pandemic and recover from it as our nation opens back up.
- Museums are economic engines, (prior to the pandemic) 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.
- American museums spend more than \$2 billion per year on education, with programs in every subject, often tailored to the needs of state and local curriculum standards. Museums are centers of learning, popular with people of all socioeconomic backgrounds, races, ages, educational levels, and political affiliations.
- Prior to the pandemic, fifty million students attend public schools in the US—and 55 million students visit American museums each year.

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 and ongoing advocacy for museums. Below, you will find information, tips, resources, links and images for your use before, during, and after Museums Advocacy Day 2021. Follow AAM on [Facebook](#) & [Twitter](#) for posts about Museums Advocacy Day that you can easily share. **Use the social share graphics included in this Museum Advocate Media Kit to make your communications efforts shine and to show your support!**

Sample Email or Listserv Language

Short-format copy samples

We must make the case for museums.

The nation's museum community is facing an existential threat from the closures required to address the COVID-19 pandemic. Addressing this threat requires decisive action from the U.S. Congress beyond previous economic relief legislation. Even as museums are experiencing closures and significant losses in revenue, they are meeting an increase in demand for their services and safeguarding and supporting their communities. Join us virtually from wherever you are February 22-23 to ensure Congress knows that museums are pivotal to our nation's ability to manage through the pandemic and recover from it.

[Register now for Museums Advocacy Day 2021](#)

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 2021!

[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](#)

Will your voice be heard?

In 2020, hundreds of advocates visited lawmakers in person, and thousands contacted them online, to assert the value of museums to American society. This year, it's more important than ever that all museums are represented at Museums Advocacy Day 2021. You can advocate for museums in your community, and across the nation, from wherever you are.

[Learn how to advocate from anywhere](#)

Long-format copy sample

We must make the case for museums in 2021

[Museums Advocacy Day](#) is inspiring, energizing, and impactful. Following the fall elections and with the convening of the 117th Congress in January 2021, it's more important than ever that all museums are represented at Museums Advocacy Day 2021. You can advocate for museums in your community, and across the nation, from wherever you are.

The nation's museum community is facing an existential threat from the closures required to address the COVID-19 pandemic. Addressing this threat requires decisive action from the U.S. Congress beyond previous economic relief legislation. Normal revenue from admissions fees, retail sales, and event rentals have effectively ceased, and charitable contributions are expected to continue to decline dramatically. Even as museums are experiencing closures and significant losses in revenue, they are meeting an increase in demand for their services and safeguarding and supporting their communities.

Museums are contributing to the ongoing education of our country's children by providing lesson plans, online learning opportunities, and drop-off learning kits to teachers and families. They are using their outdoor spaces to grow and donate produce to area food banks; and maintaining these spaces for individuals to safely relax, enjoy nature, and recover from the mental health impacts of social isolation. They have donated their PPE and scientific equipment to fight COVID-19, and provided access to childcare and meals to families of health care workers and first responders. Join us virtually from wherever you are February 22-23 to ensure Congress knows that museums are pivotal to our nation's ability to manage through the pandemic and recover from it.

See Museums Advocacy Day [success stories](#) and join the conversation on social media using #MuseumsAdvocacy2021.

Join us by standing up for museums during Museums Advocacy Day 2021

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 virtually February 22-23, 2021. Be a part of our collective movement by advocating from anywhere you are using [these tools](#) and joining the conversation on social media using #MuseumsAdvocacy2021.

Social Media

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

Museums Advocacy Day Hashtags:

- #MuseumsAdvocacy
- #MuseumsAdvocacy2021

Sample Tweets:

- I'm advocating for #museums this #MuseumsAdvocacy2021. Join our collective movement by advocating from anywhere you are bit.ly/AdvAnywhere
- One third of museums may be facing the painful prospect of permanent closure. Join us virtually for #MuseumsAdvocacy2021 to advocate for the support needed to ensure our museums can recover! bit.ly/AdvAnywhere
- Speak up for #museums! Tell your legislators why museums matter to you. #MuseumsAdvocacy2021 bit.ly/AdvAnywhere
- The pandemic has had dire and lasting impacts on the museum field. Join us virtually on #MuseumsAdvocacy2021 to make the case for public support for museums! bit.ly/AdvAnywhere
- Your voice matters! Make sure your legislators know the value of #museums in your community. Use these @AAMers tools to contact Congress: bit.ly/AAMContactCong #museumsadvocacy #MuseumsAdvocacy2021
- [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! #MuseumsAdvocacy2021
- 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 2021? bit.ly/AdvAnywhere
- Every voice matters. Make sure your legislators know the value of #museums in your community. Use @AAMers tools to Contact Congress: bit.ly/AAMContactCong #museumsadvocacy #MuseumsAdvocacy2021

- [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! #MuseumsAdvocacy2021
- Do you know the economic impact your state's museums have? Download your free copy of @AAMers' Museums as Economic Engines report to make the case for #museums this #MuseumsAdvocacy2021: bit.ly/AdvAnywhere
- #MuseumsAdvocacy2021 is wherever you are! Join us virtually to make the case for museums this year. @AAMers has you covered with all the tools you need: bit.ly/AdvAnywhere
- Museums are economic engines, contributing \$50 billion to the U.S. economy annually. #MuseumsAdvocacy2021 bit.ly/AdvAnywhere
- Join the cause and advocate for our #museums from anywhere: bit.ly/AdvAnywhere #MuseumsAdvocacy2021
- Create Economic & Educational Impact Statements for your #museum: bit.ly/AAMEconImpact & bit.ly/AAMEdImpact #museumsadvocacy #MuseumsAdvocacy2021
- Every voice matters. Make sure your legislators know the value of #museums in your community. Use @AAMers tools to Contact Congress: bit.ly/AAMContactCong #museumsadvocacy #MuseumsAdvocacy2021

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

- I'm advocating for #museums this #MuseumsAdvocacy2021. Join our collective movement by advocating from anywhere you are 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 @AAMers tools to contact Congress today: bit.ly/AAMContactCong #museumsadvocacy #MuseumsAdvocacy2021
- [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! #MuseumsAdvocacy2021

- 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 2021. #MuseumsAdvocacy2021 bit.ly/AdvAnywhere
- Every voice matters. Make sure your legislators know the value of #museums in your community. Use @AAMers tools to Contact Congress: bit.ly/AAMContactCong #museumsadvocacy #MuseumsAdvocacy2021
- [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! #MuseumsAdvocacy2021
- One-third of museums may be facing the painful prospect of permanent closure due to the COVID-19 pandemic. Join us virtually for Museums Advocacy Day 2021 to advocate for the support needed to ensure our museums can recover! #MuseumsAdvocacy2021 #MuseumsAdvocacy bit.ly/AdvAnywhere
- Our legislators need to know the dire and lasting impacts the COVID-19 pandemic has had on the #museum field. Join us virtually for #MuseumsAdvocacy2021 from wherever you are to make the case for public support for museums! bit.ly/AdvAnywhere
- Museums Advocacy Day 2021 is taking place wherever you are! Make the case for museums using these tools from the American Alliance of Museums to advocate online and from anywhere: bit.ly/AdvAnywhere #MuseumsAdvocacy2021
- Do you know the economic impact your state's museums have? Download your free copy of the American Alliance of Museums' "Museums as Economic Engines" report to make the case for #museums this #MuseumsAdvocacy2021: bit.ly/AdvAnywhere
- Museums are economic engines, contributing \$50 billion to the U.S. economy annually, supporting over 726,000 American jobs, and generating \$12 billion in tax revenue to all levels of government. #MuseumsAdvocacy2021 bit.ly/AdvAnywhere
- Legislators do not know how their decisions affect museums if they don't hear directly from you – their constituents! Join the cause and advocate for our #museums from anywhere: bit.ly/AdvAnywhere #MuseumsAdvocacy2021
- Need some help crafting your museum's economic and educational impact statements? Use the American Alliance of Museums' easy-to-use templates and make the case for your

museum during Museums Advocacy Day 2021: bit.ly/AAMEconImpact & bit.ly/AAMEdImpact
#MuseumsAdvocacy #MuseumsAdvocacy2021

Advocating on Social Media During Museums Advocacy Day 2021

- “Like” and “follow” your legislators on social media (Facebook, Twitter, YouTube and Instagram). You can learn a lot about lawmaker’ priorities and interests by following and connecting with their social media. Use our [Legislator Lookup](#) 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 before, during and after Museums Advocacy Day.**
- You are encouraged to take and share pictures that capture your participation in Museums Advocacy Day, including **before** and **after** your virtual Congressional meetings. **If you would like to capture and share still shots of your Zoom Congressional meetings be sure to get permission to take and share photos from everyone in the meeting, including any legislator, Congressional staff and fellow advocates!**
- If you have permission to take and share or post images, be sure to accurately [tag the Congressional office](#) and [@AAMers](#) in your pictures and posts. To share with AAM, email your photos to governmentsrelations@aam-us.org with permission for AAM to use these photos in our communications and on our platforms. ***Live audio/video recording of Museums Advocacy Day programming or Tuesday Congressional meetings is not permitted.**
- 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 #MuseumsAdvocacy2021 on social media throughout Museums Advocacy Day. Also plan to share the advocacy and issue information and posts (Museum Facts, key policy briefs, economic impact data, etc.) that AAM will be posting before, during, and following Museums Advocacy Day.
- When posting positive messages about the importance of the museum field and Museums Advocacy Day on social media, be sure to tag your legislators as well as those who influence them, such as chiefs of staff, legislative assistants, and even spouses.

- Always be sure to tag your legislators, include your locale, and the action item for the legislators. When you can and space allows, include:
 - why museums are important to you and your community
 - museum facts that support your case
 - photos to help your tweet stand out
 - the district numbers where you are a resident of and your museum is located
 - naming well-known local points of interest to help you identify as a constituent
 - mentioning local or influential groups to increase the reach of an issue
- Be kind – it is more often than not that it's your elected official's staff who is monitoring and receiving your messages – you'll have a much better chance of getting a favorable result through kind persistence than negative one-offs.
- Everyone wants good work rewarded, and your elected officials are no different. Retweet them and comment on their posts to thank them for their work.

Links to advocacy tools and resources:

- [Advocate Materials](#)
- [Advocacy Resources](#)
- [Advocate from Anywhere](#)
- [Economic Impact Statements](#)
- [Educational Impact Statements](#)
- [Contact Congress Email Templates](#)
- [Museums as Economic Engines](#)
- [Museums & Public Opinion](#)
- [Find your legislators](#) (and their social media info!)
- [Thank you to Museums Advocacy Day 2021 Supporters](#)