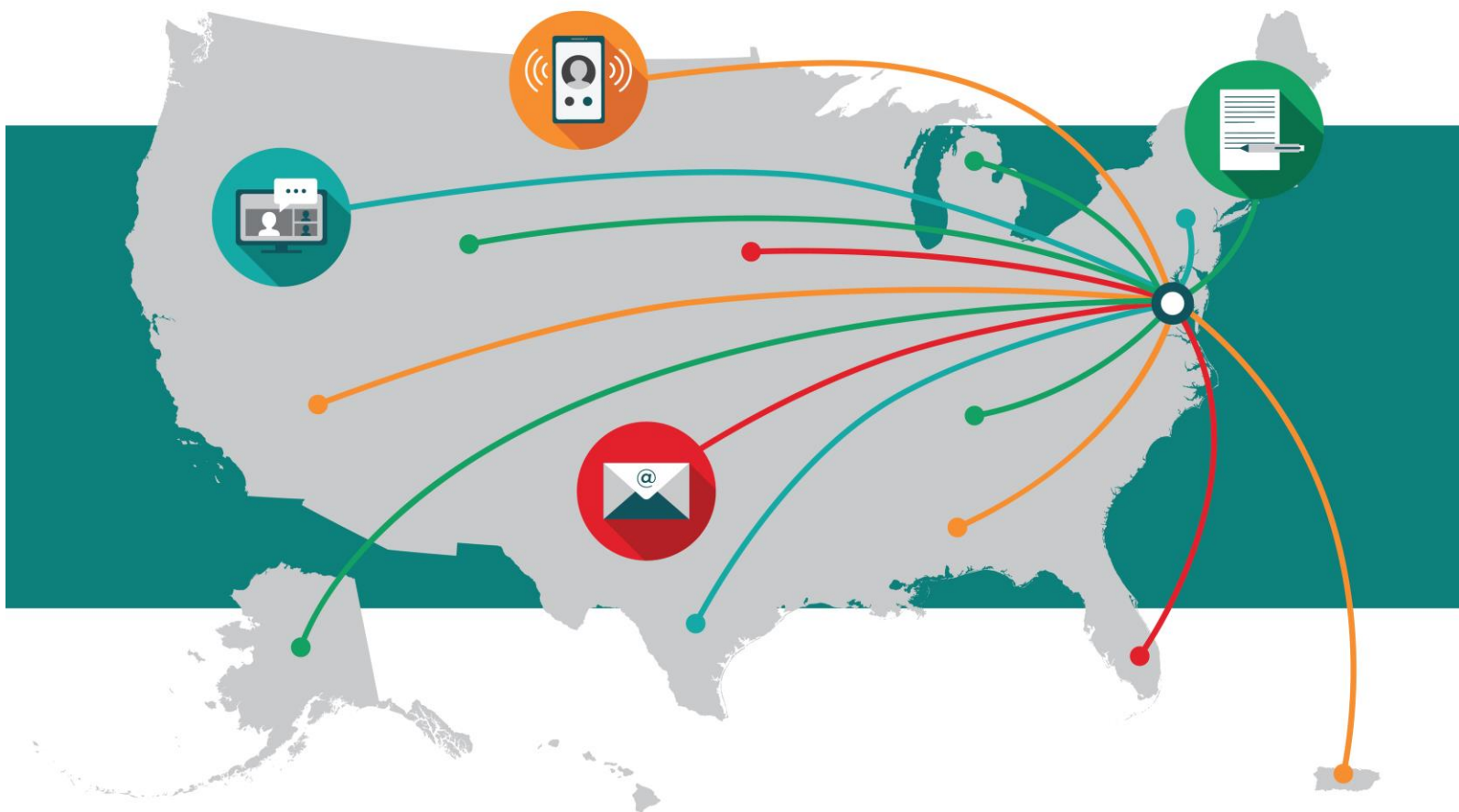




MUSEUMS ADVOCACY DAY

2021



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



American
Alliance of
Museums

Museum Media Kit

Museums Advocacy Day 2021 Museum Media Toolkit

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Introduction & Thank You

Thank you for spreading the word about Museums Advocacy Day 2021!

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. 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.

With Museums Advocacy Day taking place virtually this year, advocating in support of museums in February 2021 will look different than in past years, but it will be more important and impactful than ever before. Following the elections and with the convening of the 117th session of Congress in early 2021, it will be critical to join forces with fellow museum supporters and professionals to make our voices heard with legislators and their staff.

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 2021, 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 partner in our collective movement.** As a partner of Museums Advocacy Day 2021, you can influence the museum field, and the communities museums 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 2021 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 2021 or using this toolkit, please don't hesitate to reach out to our Advocacy & Government Relations or Communications teams at governmentrelations@aaam-us.org and communications@aaam-us.org.

Thank you,

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 robust 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 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. 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 responding museums 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, 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.
- Fifty million students attend public schools in the US—and 55 million students visit American museums each year.

Sample Press Release for Museums with Representative(s) Attending Museums Advocacy Day 2021

[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 join hundreds of museum advocates virtually on February 22-23 to petition our government and make the case for museums.

Joined by museum leaders from across the country, [last name of advocate] will be meeting with members of Congress and their staffs to make the case for federal support of America's museums. [They] will be among hundreds of museum professionals and supporters from across the country participating in the 13th annual [Museums Advocacy Day](#), organized by the [American Alliance of Museums](#).

Prior to the pandemic, museums supported more than 726,000 American jobs and contributed \$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' important and expanding role in education.

"In order for [name of museum], and similar institutions across the country, to survive from the impacts of the pandemic, we have to ensure that legislation at the federal level provides a level playing field in terms of the tax code and federal funding," said [advocate]. "[name of museum] is proud to speak up about Museums Advocacy Day 2021 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. "It is critical that advocates across the country like [name of advocate] are joining us for the first-ever virtual 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.

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.

###

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](#))

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.

Prior to the pandemic, nationally, museums contributed \$50 billion to the economy, supported more than 726,000 American jobs, and generated 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, and the dire impacts the pandemic has had on the field. Congress faces a vast list of policy issues to consider, many of which can have a lasting impact on museums. We are proud to be participating in Museums Advocacy Day

2021, organized by the American Alliance of Museums, to share the value of museums with new and returning legislators.

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. At the American Alliance of Museums website (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 not only to our society and culture, they are essential to our country'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.

Despite the dire impacts of the pandemic on museums across the country, they have not waived in their commitment to serving our nation's families, teachers, and life-long learners. Museums are creating and sharing supplemental school curricula, making thousands of educational resources free to the public, and are continuing to innovate to support the education and mental health of our communities.

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](#).]

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. At the American Alliance of Museums website (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 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 Media Kit to make your communications efforts shine and to show your support!**

Sample Email Newsletter or Website 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 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 about your museum lately?

Museums Advocacy Day is inspiring, energizing, and impactful. Unite with museum colleagues from across the country as one voice to reaffirm our value, collective contributions, and aspirations. The resources and insights you'll gain as a participant will help sustain your museum's future and the future of the field. [Name of Museum] is proud to advocate for the case of museums in the first-ever virtual Museums Advocacy Day 2021. Join us virtually February 22-23 and be a part of our collective movement.

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

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 or how the

pandemic has impacted the field if they don't hear directly from you—the museums and people they represent. Join us virtually February 22-23 for Museums Advocacy Day 2021.

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

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 samples

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 session of 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 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 the Museum Media Kit zip folder.

Museums Advocacy Day Hashtags:

- #MuseumsAdvocacy
- #MuseumsAdvocacy2021

Sample Tweets:

- [Name of museum] is proud to advocate for the case of museums at #MuseumsAdvocacy2021. Speak up for museums Feb. 22-23 and be a part of our collective movement. 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
- The pandemic has had dire and lasting impacts on the museum field. Join us virtually for #MuseumsAdvocacy2021 to make the case for public support for museums! bit.ly/AdvAnywhere
- Now is the time to make the case and speak up for #museums! [Museum] joins hundreds of advocates across the country Feb. 22-23 for Museums Advocacy Day 2021. #MuseumsAdvocacy2021 bit.ly/AdvAnywhere
- Do you know the economic impact [your state] museums have? Download your free copy of @AAMers's 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

- 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):

- [Name of museum] is proud to advocate for the case of museums at Museums Advocacy Day 2021. Join the collective movement by speaking up for museums February 22-23 from wherever you are. #MuseumsAdvocacy #MuseumsAdvocacy2021 bit.ly/AdvAnywhere
- 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
- Now is the time to make the case and speak up for museums! [Museum name] is joining hundreds of advocates virtually February 22-23 for Museums Advocacy Day 2021. #MuseumsAdvocacy2021 bit.ly/AdvAnywhere
- Do you know the economic impact [your state] 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 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
- 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
- Every voice matters. Make sure your legislators know the value of #museums in our community. Use the American Alliance of Museums' tools to contact Congress: bit.ly/AAMContactCong #MuseumsAdvocacy #MuseumsAdvocacy2021

Advocating on Social Media at 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 governmentrelations@aaam-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 results 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:

- [Museums Advocacy Day 2021 Registration](#)
- [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 [2021 Supporters!](#)