

Advocacy –

A best practice for museums

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Connecting people, organizations and ideas to achieve greater results

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Advocacy

Communicating with broad constituencies about what your museum does and why it is important.

Lobbying

Attempting to influence legislation.

Can I advocate and lobby?



YES YOU CAN!

Permissible activities for 501(c)(3)

YES

- Advocate on behalf of your museum
- Communicate with elected officials about your organization
- Respond to requests for information from elected officials
- Lobby, provided expenses are “insubstantial”
- Elect to file form 5768 with IRS to report expenditures (up to 20% of first \$500K of annual expenditures)

NO

- Electioneering
- Engage in political campaign activity
- Endorse candidates
- Engage in lobbying when it constitutes a “substantial” part of the organization’s activities

Advocate for
your museum

Advocate for
the museum
field



Advocate for
your museum
logo here!



Advocacy

Similar to donor
cultivation

And, similar to
disaster planning!

Do simple things, but do
them often!

Do more with more

- Involve your board members
- Engage your staff members in collecting stories
- Ask your visitors and volunteers to help tell your stories
- Make advocacy an ongoing team effort

Share your stories...

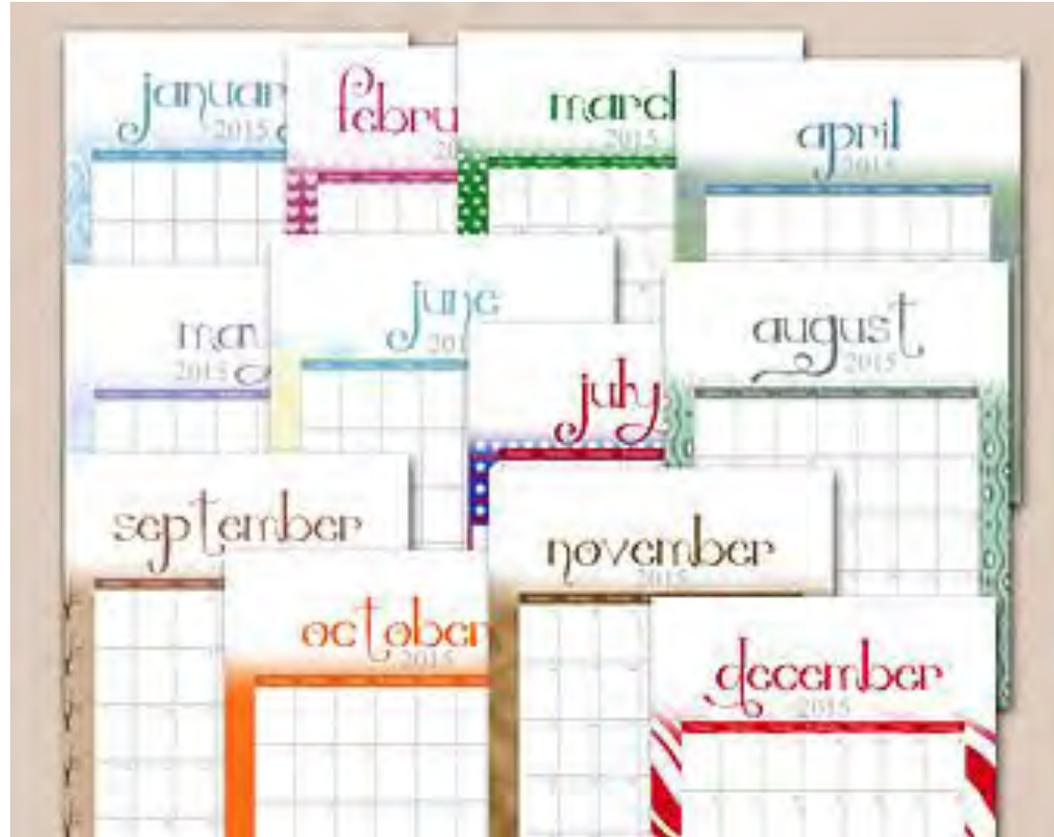
Advocating with elected officials

- Know who they are
- Connect - often
- Engage their minds...and their hearts
- Say thank you!

Engage your Board

- Add advocacy to meeting agenda
- Conduct advocacy training
- Include advocacy in job descriptions
- Invite people with advocacy skills to serve on the board
- Share stories

Create an advocacy plan



Advocate for the field



Advocacy Resources – AAM

The screenshot shows the AAM website's advocacy resources page. At the top, there is a navigation bar with links for Login, Search, Connect, and Donate. Below this is the AAM logo and a main navigation menu with links for About Us, Events, Resources, Membership, About Museums, and Advocacy. The main content area features a large heading "Museums are essential." and a sub-heading "Advocate Effectively" with the text "Tell your elected officials about your museum". A teal sidebar on the right contains a menu with links for Alerts, Issues, Resources, and Take Action. The main content area is divided into several sections: "Advocacy" with a brief description of the AAM's mission, "Museums Advocacy Day 2015" (Feb. 23-24, Washington D.C.) with a "Register Now" link, "Ways to Advocate Today" with a list of actions like "Create an Economic Impact Statement", "Find your legislators", "Invite Congress to visit your museum", and "Contact your members of Congress", "Legislative Record" with a description of a members-only resource, "Join and Be Counted!" with a description of a resource for contacting legislators, and "FY 2015 Funding Legislation Finalized" with a description of the federal government's fiscal year 2015.

[Login](#) [Search](#) [Connect](#) [Donate](#)

American Alliance of Museums

[About Us](#) [Events](#) [Resources](#) [Membership](#) [About Museums](#) [Advocacy](#)

Museums are essential.

Advocate Effectively
Tell your elected officials about your museum

- Alerts
- Issues
- Resources
- Take Action

Advocacy

The American Alliance of Museums works to unite the country's museums from art museums to zoos. The Alliance helps museums tell our story and promotes a deeper understanding of museums with policymakers, the press and the public.

Museums Advocacy Day 2015

Feb. 23-24, Washington D.C.

[Register Now](#)

Museums Advocacy Day brings together the entire museum field to make the case that museums are economic drivers, key providers of education and community anchors. Museums Advocacy Day is a unique and powerful opportunity to network with colleagues and to join forces to take the message directly to Capitol Hill.

Will you be there?

- Learn more in our recent [Alliance Advocacy Alert](#).
- Use our updated [Publicity Tools](#) to help share the message about the value of museums.

FY 2015 Funding Legislation Finalized

Congress has passed legislation that will fund most of the federal government for Fiscal Year 2015, which runs through the end of September. With \$1.1 trillion overall—almost identical to last year—the FY 2015 legislation did not present much opportunity

Ways to Advocate Today

- Create an [Economic Impact Statement](#) for your museum.
- [Find your legislators](#).
- [Invite Congress](#) to visit your museum.
- [Contact your members of Congress](#).
- Be a part of [Museums Advocacy Day](#).

Legislative Record

Use this members-only resource to see where elected officials stand on key issues for museums.

Join and Be Counted!

Make your voice heard with your legislators.

www.aam-us.org/advocacy

- Economic Impact Template
- Sample Economic Impact Statements
- Find your legislators (state and federal)
- Issue Briefs
- Action Alerts
- Advocacy Articles
- Templates to contact members of Congress

Economic Impact Statements



ILLINOIS STATE MUSEUM *Natural History, Anthropology, Fine & Decorative Art* SPRINGFIELD • CHICAGO • LOCKPORT • LEWISTOWN • REND LAKE

ECONOMIC IMPACT STATEMENT

The Illinois State Museum:

- employs 105 people in our community
- spends \$9.1 million each year on goods and services in our communities
- serves over 680,000 visitors on and off site and 2.7 million virtual visitors each year
- serves over 33,000 schoolchildren each year through school visits
- serves over 6,000 teachers every year.

Admission to the Illinois State Museum and branch facilities is FREE. The Museum in Springfield is open to the public free of charge 362 days each year.



The Illinois State Museum is located in Springfield and has branch facilities in Chicago (**Chicago Gallery** and **Artisans Shop** in the James R. Thompson Center), Lockport (**Lockport Gallery** in the Norton Building), Lewistown (**Dickson Mounds Museum**), and Whittington (**Southern Illinois Art and Artisans Center** at Rend Lake). The Museum's **Research and Collections Center** in Springfield houses over 10.5 million objects representing Illinois' natural and cultural heritage.



ILLINOIS STATE MUSEUM

502 SOUTH SPRING STREET • SPRINGFIELD, ILLINOIS 62706-5000
MONDAY-SATURDAY 8:30AM-5:00PM • SUNDAY NOON-5:00PM
(217) 782-7386

www.museum.state.il.us | facebook.com/illinoisStateMuseum

CHICAGO-AREA MUSEUMS, GARDENS, ZOOS, AND AQUARIA

Proudly Serving Illinois for 160 years



Chicago-area museums contribute to Illinois in valuable ways.

• ECONOMIC IMPACT: As employers, contractors, and tourist attractions, Chicago-area museums have a major regional economic impact, leading to jobs, tourism, and improved quality of life.

- \$850 million total estimated annual economic impact
- 3,700 employees
- 23,000 full-time equivalent jobs supported
- 5 million non-Illinois visitors annually
- \$40 million in state tax revenue
- \$38 million in city tax revenue

These leading museums represent a unique public/private partnership. Of their combined budgets of \$427 million, only 14% comes from public sources (Cook County Forest Preserve District/Chicago Park District). The remaining 86% comes from admissions, private philanthropy, competitive research grants, facilities rental fees, museum store sales, and other earned revenue sources.

• EDUCATION: Chicago-area museums are a resource for local organizations across Illinois to provide effective education, outreach and affordable access.

- All Illinois school groups are admitted free of charge.
- 1.6 million school children visit Chicago museums each year.
- Illinois residents enjoy 52 free days at most of the major Chicago museums.
- Illinois teachers and active military personnel receive free admission every day.
- Museums make meaningful contributions to educating a new generation, through:
 - Teacher Training
 - Pre-K through 12 Curricula
 - Support of Home School Communities
 - Teen Intern Programs
 - Lifelong Learning Programs for Seniors

• EXHIBITING GLOBAL TREASURES: Museums contribute to Chicago's status as a world-class city. We safeguard 50 million+ collections holdings. By way of comparison, the national collections at the Smithsonian Institution number 141 million items.

Highlights include:

- 47 million objects, including artworks, printed materials, fossils, and specimens
- 224,000 living animals
- 2.5 million plants

MUSEUMS ALASKA

Museums and Cultural Centers are anchor institutions in Alaskan communities of every size. They contribute to our economy and wellbeing through employment, cultural tourism and educational programs.



Anchorage Museum

258

Alaskans Employed by Museums

\$23,423,294

Spent Annually in Alaska by Museums



Sheldon Jackson Museum

622,995

Annual Visitors to Alaskan Museums



Pratt Museum



Maxine & Jesse Whitney Museum

38,490

School Children Served Annually by Museum Educational Programs

32

Museums plan major renovation or construction projects in the next five

39 of the 50 Museums and Cultural Centers in Alaska took part in this survey.



Berengia Center

[Home](#) > [Advocacy](#) > [Take Action](#)

Take Action

[Home](#) [Issues](#) [Directory](#) [Share](#) [Elections](#)

Elected Officials

Browse by State



Find your Elected Officials

Street Address *

ex: 123 Main St

Zip *

Go

Search by Last Name

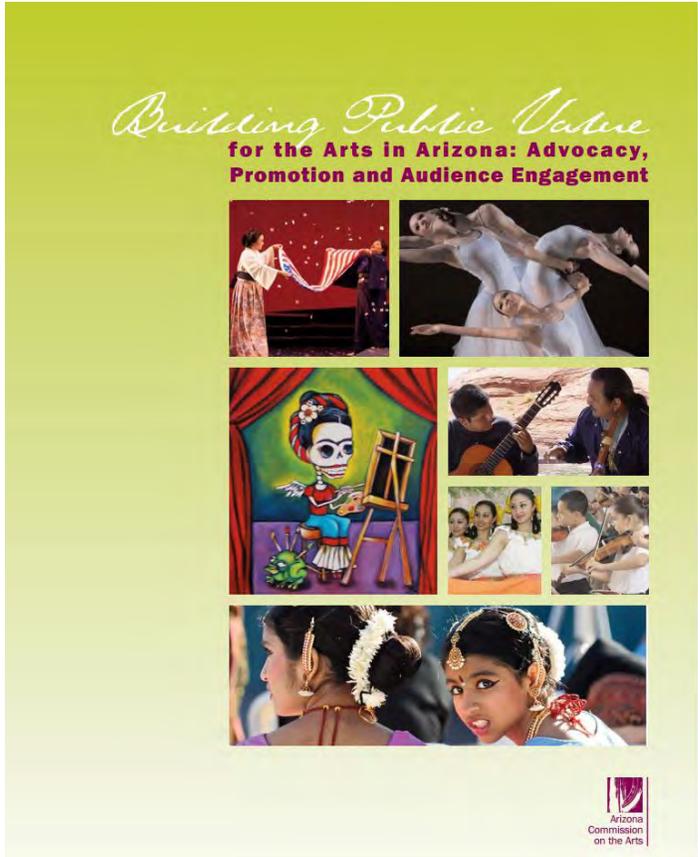
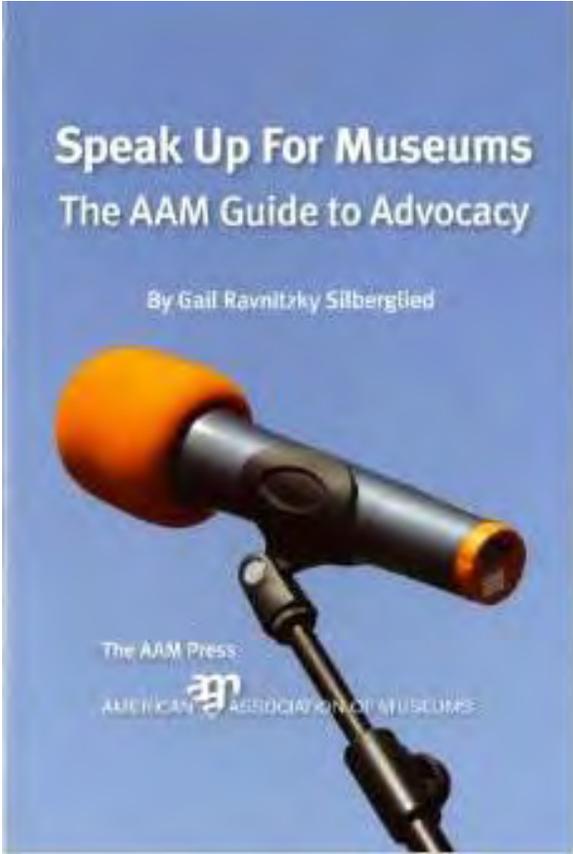
Last Name *

State

Go

Find your state
and federal
legislators

Publications



Magnetic Museums

MAGNETIC



ANNE BERGERON *and* BETH TUTTLE

 The AAM Press

- Build core alignment
- Embrace 360 degree engagement
- Empower others
- Widen the circle and invite the outside in
- Become essential
- Build trust through high performance

Tell your story



Beat the drum

