

# Bigger Impact

The background is a solid teal color. It features several decorative elements: a large, semi-transparent teal circle on the right side, several smaller semi-transparent teal circles of varying sizes scattered around, and a bar chart in the bottom right corner with four vertical bars of increasing height.

How to write & use Impact  
Statements for Advocacy

Raney Bench, Executive Director, Mount Desert Island Historical Society  
Meg Winikates, Director of Engagement, New England Museum Association



**What, Who and Why?**





**What does it look like?**






# Look to the Libraries! (And our other cousins, too)

The ALA (American Library Association) has AMAZING advocacy material, and they are very, very effective.

Other good sources:

- Americans for the Arts
- Association for Science & Technology Centers
- American Historical Association



ALA American Library Association

## BUILD AMERICA'S LIBRARIES ACT

**S. 127 & H.R. 1581 would provide \$5 billion to repair, modernize, and construct library facilities in underserved and marginalized communities.**

Introduced in the Senate on January 28, 2021, by **Sen. Jack Reed (D-RI)** and cosponsors, and in the House on March 3, 2021 by **Reps. Andy Levin (D-MI), Don Young (R-AK)** and cosponsors, the legislation would fund upgrades to the nation's library infrastructure to address challenges such as natural disasters, COVID-19, broadband capacity, environmental hazards, and accessibility barriers.

### FUNDING DISTRIBUTION

Funding would be distributed through the **Institute of Museum and Library Services (IMLS)** to state library agencies. State libraries would then award grants on a competitive basis to libraries in each state. Funding would be prioritized to libraries serving marginalized communities, such as high-poverty public libraries, tribal libraries, and state libraries that provide

ALA DATA BRIEF ALA American Library Association  
May 2021

## America's public libraries need billions of dollars for construction and renovation

ALA estimates that U.S. public libraries need \$32 billion for construction and renovation. At current funding levels, it would take 25 years to meet today's needs.

America's public libraries operate approximately 17,000 locations nationwide across more than 210 million square feet. Americans visit these public libraries more than 1.3 billion times per year.

The average public library building is more than 40 years old, including hundreds of buildings that are more than 100 years old. Over time, these buildings must be renovated, expanded, or replaced to serve growing populations, meet new community needs, and protect the safety and health of library users and workers.

The physical plant of public libraries includes building structures such as foundations and roofs, grounds such as walkways and parking lots, building systems such as HVAC and plumbing, and technology infrastructure such as electrical outlets and WiFi routers.

State	Needs
Alaska <sup>1</sup>	\$ 116,337,000
California <sup>2</sup>	\$ 5,000,000,000
Delaware	\$ 124,500,000
District of Columbia <sup>3</sup>	\$ 195,000,000
Hawai'i	\$ 188,278,124
Illinois	\$ 627,060,920
Maryland	\$ 171,029,969
New York	\$ 1,525,758,812
Washington <sup>4</sup>	\$ 259,595,079
West Virginia <sup>5</sup>	\$ 56,256,833
<b>Total (9 states + DC)</b>	<b>\$ 8,163,816,737</b>

**BECAUSE 5 OUT OF 5 DOCTORS AGREE READING ALOUD TO CHILDREN SUPPORTS BRAIN DEVELOPMENT.**

LIBRARIES TRANSFORM

LIBRARY OF CONGRESS



# You already have lots of information

- Annual reports
- Grant reports or granting agencies
- Annual appeals
- Evaluations & feedback forms
- Visitor surveys
- Admissions data
- Professional service organizations
- State & local tourism offices
- Mainstreets collaboratives & chambers of commerce



**Economic**



# Key Questions

- Why does your museum matter?
- How do you let others know it matters?
- What unique services do you provide?
- What would the impact to your community be if the museum closed down?
- How do your contributions compare to the state or national trends?

## Museums as Economic Engines

In 2017, the American Alliance of Museums partnered with Oxford Economics to study the museum sector's significant contribution to the US economy.

Source: Oxford Economics, IMPLAN, 2017.

**\$1.21 billion**

The total financial impact that museums have on the economy in Massachusetts



**16,549 jobs**

Important jobs within the state are supported by the museum industry each year.



**\$895m income**

Museums provide substantial wages and other income to the state's residents annually.



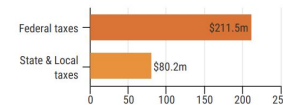
**\$292m taxes**

Even though many museums operate as nonprofits, they generate significant tax revenues to the federal, state, and local governments.

**89%**

Regardless of political persuasion, 89% of Americans believe that museums provide important economic impacts back to their communities.

Source: AAM's Museums & Public Opinion 2017



Download the full report at <http://aam-us.org/EconomicEngines2017>

# Context & Resources

- Americans for the Arts - [Arts & Economic Prosperity 5 Calculator](#)
- AAM's [Museums as Economic Engines](#)
- NEMA's [Advocacy Organizations by State](#) and [Advocacy Resource Library](#)

## Museums Matter

OUR ECONOMIC IMPACT:

**\$195 MILLION**  
In Maine, museums have a significant financial impact on the economy. Cultural tourism is a fast-growing industry.<sup>1</sup>



**95%**  
APPROVAL RATING  
Support for museums is robust regardless of political persuasion. Americans approve of lawmakers who act to support museums.<sup>1</sup>

**850 MILLION U.S. VISITS PER YEAR**  
Annual museum visits outpace attendance for all major league sporting events and theme parks combined.<sup>1</sup>

**MUSEUM VISITORS SPEND MORE**  
76% of all leisure travelers visit cultural or heritage sites like museums, and these travelers spend 60% more than average!<sup>1</sup>

*Maine Archives & Museums (MAM) is the only professional association representing museums, archives, historical societies, and other collecting institutions in the State of Maine.*



Sources: 1) American Alliance of Museums, "Museum Facts & Data," web; 2) Maine Association of Nonprofits, Maine Nonprofits at Work, web.

## Advocating for COVID-19 Relief

### Talking Points to Make the Case

Updated December 20, 2020

Here are a few key messages that the Association of Science and Technology Centers (ASTC) and other museum advocates have been using, which you can use to advocate for national, state, and local relief from the COVID-19 pandemic. Feel free to adapt these messages to fit your needs!

#### Current State of the Field

- The **COVID-19 pandemic continues to have a profound impact** on science and technology centers and museums, natural history museums, children's museums, and other STEM-rich, place-based institutions, such as nature centers, aquariums, planetariums, zoos, and botanical gardens.
- The Association of Science and Technology Centers (ASTC) estimates that ASTC museum members around the world have **lost more than \$600 million** in revenue in just the first six months of the COVID-19 pandemic.
- In March, almost overnight, **every ASTC-member science and technology center and museum closed their doors to the public** in order to comply with local regulations and model responsible social distancing guidelines to help prevent the spread of COVID-19.



**\$600 million**  
**lost revenue**

Estimated revenue loss for ASTC-member science and technology centers and museums March–August 2020, as compared to typical prior year



# Economic Template

- Direct & Indirect employment
- Benefits to local businesses (restaurants, stores, lodging)
- Payroll taxes etc. paid to the state
- Value of services provided (free admission, student programs, civil services for councils on aging, veterans' services, etc.)
- Powerful quotes from partners or return visitors
- Compare local vs. state vs. national
- Summarise main points



CONTACT INFO | PUBLICATION DATE

## YOUR ORGANIZATION

Mission Statement or Relevant Vision/Value Statement

YOUR STRENGTHS AND STORIES IN NUMBERS:

# Year-Round Employees,  
# Seasonal Hires



Reciprocal  
Benefits/  
Mainstreets  
Partnerships

Geographic range  
of visitation,  
attendance stats



\$ Value of (free)  
services to  
community &  
schools, volunteer  
hours donated, etc.

Direct & Indirect \$  
Impact: Taxes,  
Museum expenses,  
visitor spending, etc.



### MUSEUMS: SMALL BUSINESSES, ECONOMIC KEYSTONES

Why would you be missed? Highlight how you enliven your neighborhood, contribute to prosperity, fill unique role in your 'ecosystem'

- Context: local vs. tourism attendance, spending patterns, research on impact & ROI.
- Services you offer to specific groups (students, military, special needs, immigrants)
- Key programs, partnerships or audience segments (by legislative district where possible!)

"I love the Blank Museum! My whole family looks forward to visiting every year to see what's new. While we're here we eat out, stay in our favorite B&B, and visit other attractions."  
- Annual Vacation Visitor, Family of 5

**Call to Action: Support our work by voting federal, state, and local funding for cultural orgs, include museums as partners in education bills, share our programs with constituents in need.**



FURTHER INFORMATION (ADDRESS, LINK, INVITE TO VISIT)



# Educational





# Key Questions

- # of students & ages, schools/systems, towns served (pro tip: by congressional district!)
- Free or reduced admission
- Range of visitation from general public (if you collect zip codes)
- Flagship programs
- What holes in curricula are you filling?  
What critical skills are you supporting?  
What do your local students need that you provide?

AMON  
CARTER  
MUSEUM OF  
AMERICAN ART

2015  
EDUCATIONAL IMPACT  
STATEMENT



Amount spent by museum on educational programming:

**\$1,539,648**

Number of distinct schools participating in student tours:

**274**

Number of students served on tours:

**21,534**

Number of distinct school districts served by student tours:

**55**

TEA regions participating in student tours:

1, 7, 10, 11, 12, 13, 14, 15, 16

Number of distinct school districts participating in distance learning programs:

**68**

Number of students served by distance learning programs:

**5,859**

Schools served by distance learning:

TEA regions: 1, 4, 6, 10, 11, 12, 13, 14, 15, 16, 17, 19, 20

Out of state: 32

Out of country: 1

Texas Congressional Districts served:

**30 out of 36**

Texas State Representative Districts served:

**94 out of 150**

# Context and Resources

- AAM's 2021 Report: [Museums and Trust](#)
- [The State of State Standards for Civics and U.S. History in 2021](#)
- NEMA's [Advocacy Resource Library](#)
- [The Educational Value of Field Trips](#)

"Maymont's beauty lies partly in its ability to be different things to different people. It is referred to as 'everybody's backyard.' For some it's a refuge, a place of contemplation. For others it's a place of enchantment, and for still others, it's a place of discovery and exploration."

— Paul Farmer, Chief Executive Officer, American Planning Association



## NATIONAL RECOGNITION

Maymont has earned national recognition for the work taking place on the estate by staff and volunteers.



• Top 10 Great Public Spaces



• National Champion Tree

• AIC/Heritage Preservation Ross Merrill Award

## ECONOMIC IMPACT

Total Industry Impact of Organizations & Audiences

- Total Expenditures: \$3,502,644
- Full-time Equivalent Jobs: 478
- Local Taxes & Fees Generated: \$826,029
- State Taxes & Fees Generated: \$1,028,216
- Employees: 126 (62.5 FTEs)
- Total Payroll: \$2,181,250

Source: American for the Arts & Economic Prosperity Calculator

## POPULATION SERVED

1.3 million regional residents

Source: Greater Richmond Partnership

## ATTENDANCE (2013)

527,565

**MISSION** Maymont Foundation preserves and celebrates Maymont as a museum and park for the pleasure and education of everyone.

Maymont, a beautiful American estate, was given to all of us by James and Sallie Dooley who lived here from 1893 through 1925. They wanted Maymont to be preserved so that new generations could enjoy it as much as they did. Maymont is a special place where the manmade elegance of art and architecture is surrounded by the natural beauty of plants, animals, water and paths. Whether strolling through the gardens, touring the mansion, watching river otters play, petting a goat or picnicking on the lawn, Maymont is a gift of 100 acres for all to enjoy.

## EDUCATION & COMMUNITY IMPACT

Science, Environmental & Historical Education taught by degreed educators range from classroom-style, Standards-of-Learning-aligned sessions covering a range of historical and environmental topics for students in grades pre-k through 12 to self-guided interactive tours of the Robins Nature Center and wildlife exhibits to a lecture series for adults featuring topics such as Gilded Age architecture.

Maymont's formal historical and environmental education programs are a vital resource for area teachers who wish to supplement the learning experience of their students. These accessible, low-cost education programs are important to educators who wish to augment their students' learning through a hands-on, interactive experience.

During a typical school year, Maymont's education team provides almost 1,000 hours of instruction to over 17,000 students from 35 school districts across Virginia from city systems like Richmond, Charlottesville, Petersburg, and Newport News to county systems like Albemarle, Chesterfield, Dinwiddie, Hanover, Henrico, Louisa, New Kent, Spotsylvania and West Point. On average Maymont spends close to \$300,000 on K-12 educational programming.

"Maymont is a great place. Any conversation regarding the future of parks, interpreting history, habitats or horticulture in our greater central Virginia area must consider and study Maymont's impact. Maymont serves as a leader in the areas of public-private partnerships, as a non-profit foundation manages and maintains a Richmond City public park through a thoughtfully-crafted agreement."

— Charles Samuels, Richmond City Council Member Quote in the *Richmond Times-Dispatch*

# MAYMONT<sup>®</sup>

An American Estate

1700 Hampton Street, Richmond, Virginia 23220 © 804-358-7166 © maymont.org



# Educational Template

DATE OF STATISTICS CONTACT INFORMATION AND/OR WEBSITE

## YOUR INSTITUTION

MISSION STATEMENT OR EDUCATIONAL PHILOSOPHY



Inspiring pull quote(s) from a teacher, student, or member of your education staff



Using The Best Numbers to Tell Your Story

HOW MUCH \$/% SPENT ON EDUCATION	STUDENTS VISITING PER YEAR	TEACHER TRAINING PARTICIPANTS	SCHOOL SYSTEMS IN PARTNERSHIP PROGRAMS
54%	3,800	80	6

### EDUCATION PROBLEM WE SOLVE

Here's how we help students and teachers

Do not assume that what is obvious to you is to your audience. Provide context and relevant research wherever possible to show why what you do matters to their constituents.

- Be brief and readable. Avoid long paragraphs.
- Infographics can help (charts, timelines, icons, etc.).
- You are the expert in what you do; your knowledge is worthwhile to those who have to make decisions at the governmental level. Do not be afraid.

### BECAUSE STATEMENT

### CALL TO ACTION

What you need from them to do your job

- Pick a few concrete asks, which may include:
- Budgetary and/or tax code
- Regulatory
- Site-specific request (grant letter of support, etc.)
- Invite them (and staff) to visit your organization!



# Environmental





# Key Questions

- What is your institutional commitment to climate change?
- How is this reflected to the public and in your work?
- What are you most concerned about?
- How do you need help and from whom?
- How can we do more and what do we need to do it?

## Arts + Social Impact Explorer Fact Sheet

### OVERVIEW

AMERICANS  
for the  
**ARTS**

Environmental issues like climate change, conservation, and sea-level rise are important issues that have grabbed the public attention, but the difficulty in mustering the political will to implement necessary changes continues to hamper environmental efforts. Moreover, the concepts and details behind issues like climate change can make it hard for people to understand or activate.

For decades, artists have been at the forefront, using their work to inspire and educate the public to change their behaviors to be more sustainable, whether through writing, photography, community engagement, performance, or innovative partnerships with scientists and environmental advocates.

The arts have been shown to amplify the uptake of pro-environmental messaging and to improve the clarity and impact of the message. Visually representing complex concepts can help people better understand problem and how they can help. The arts also positively connect and empower people, inspiring advocates and documenting change.

### ENVIRONMENT

## ARTS + ENVIRONMENT & SUSTAINABILITY

### IMPACT POINTS

#### ARTS INSPIRE **1,000s** TO ACTION

Anecdotal research shows that the use of the arts to illustrate complicated issues related to the environment can inspire thousands of people to take action who would not have otherwise.<sup>1</sup>

#### ARTS MAKE COMPLEX CONCEPTS **ACCESSIBLE**

Researchers have found that artist-created visualizations of complex scientific concepts not only help the general public better understand, they also help scientists understand the meaning of the data and devise next steps.<sup>2</sup>

#### VISUALS GRASPED **15X FASTER** THAN TEXT

The way complex concepts like climate change and sustainability of the environment are presented is crucial in convincing people of the urgency. Using the arts can drastically increase comprehension, as visuals can be processed in as little as 13 milliseconds.<sup>3</sup>

#### ARTS INSPIRE **CHANGE**

The right art amplifies the effect of pro-environmental messaging. Participants who view an underwater photograph with related text about plastic pollution in the ocean are more likely to change their behavior than participants who only viewed the corresponding text.<sup>4</sup>

#### IMAGES TURN BYSTANDERS **INTO ACTIVISTS**

Complex issues like climate change run the risk of disheartening people into inaction with their messaging instead of inspiring them to be part of the movement. Research shows that integrating imagery of energy alternatives and personal actions to mitigate climate damage inspire feelings of success and empowerment in viewers.<sup>5</sup>




# Context and Resources


NEMA has put together an incredible list of resources to get you started:

- [NEMA's Green Museums Finding Aid](#)


Specifically, check out:

- [Culture for Climate: How your institution can make a difference \(recording available\)](#)
- [Sustainable Museums](#)
- [Coalition of Museums for Climate Justice](#)
- [UN Climate Change 2030 Calculator and Climate Neutral Now](#)

**CLIMATE CHANGE** 


**Impacts Museums** 

While climate change is a global problem, New England museums are especially vulnerable to these worsening conditions. Here's why we support climate protection:

**RISING TEMPERATURE** 


Changing temperature averages mean

- new pests move north & threaten collections
- facilities require more climate control
- living collections are under stress (zoos, aquaria, arboretums, etc.)

**EXTREME PRECIPITATION** 

Flooding, freezing, high winds & snow weight

- damage historic buildings
- threaten collections storage
- delay transportation
- discourage visitation

**SEA LEVEL RISE** 


Flood tides, changing coastlines & erosion

- damage or destroy historic landscapes & buildings
- incapacitate coastal community infrastructure including public transportation, roads & bridges
- threaten facilities & collections


**NEW ENGLAND MUSEUMS ARE LEADERS**

Education, Preservation, Mitigation, Cooperation

Here's what they do:

**EXHIBITS & PROGRAMS** 

- Abbe Museum's exhibit [wolankeyutomon](#) on climate change & pollution through maritime indigenous artists' world views (ME 2019)
- Florence Griswold Museum's *Fragile Earth* exhibit (CT 2019) on artists as ecological advocates
- Green exhibit practices including: reusable modular components, local sources, non-toxic and sustainable materials, efficient lighting
- Solutions-focused climate interpretation

**FACILITY UPDATES** 

- 15 New England museums are LEED certified
- Newport Mansions (RI) installed geothermal temperature controls in The Breakers, saving 3.5K gallons of oil in just 1 month
- Boston Children's Museum's playground is designed for surge flooding resilience
- Strawberry Banke (NH) is exploring new preservation & mitigation methods for flooding in historic buildings
- ECHO, Leahy Center for Lake Champlain (VT) features solar panels, smart lighting & HVAC, renewable & local materials

**COLLABORATIONS**

**NNOCCI** National Network for Ocean and Climate Change Interpretation Led by the New England Aquarium (MA), now partnering with 184 institutions in 38 states.

Founded by the Newport Restoration Foundation (RI), now a national conference with international reach.

**KEEPING HISTORY ABOVE WATER**

**BOSTON Green Ribbon COMMISSION** 17 of 39 participants are museums in greater Boston.

12 of 69 cultural institutions pledging are New England museums & organizations.

**WE ARE STILL IN**

Sources include: Green Building Information Gateway, Association for Children's Museums Climate Crisis & Resiliency Task Force, "Can Art Help Save the Planet?" *NYT* 3/12/19, Coalition of Museums for Climate Justice & all organizations mentioned above.

Created February 2020 by the





# Environmental Template

- In what ways do you help?
- What more can you do?
- How climate change is already and will in the future impact the museum
- How can legislators help?
- What do you need from them?

CONTACT INFO | DATE OF PUBLICATION

## YOUR ORGANIZATION & CLIMATE CHANGE

Environmental mission or value statement

### Museums are Vulnerable to Climate Change

EXPLAIN THE IMPACTS AND COSTS TO YOUR SITE

- Increased insurance costs for at-risk sites
- Increased operation and capital expenses for mitigation and prevention of new climate impacts including flooding, power outages, and extreme heat
- Destruction of vulnerable historic sites due to storms and sea level rise
- Pest migration endangers collections
- Storm closures impact attendance and revenue

### Mitigating Damage Across Our Operations

SCOPE 1, 2, 3, AND EDUCATING OUR VISITORS

- Reducing greenhouse gases with solar panels and planting trees on campus
- Minimizing waste by repurposing green exhibit elements and composting
- Encouraging visitors to take public transit through admissions discounts
- Working with local vendors for stocking gift shop and cafe offerings
- Highlighting sustainability efforts in monthly museum communications
- Recent exhibition on historic data from the collection illustrating local changes to weather and habitats
- Divesting from fossil fuel investments

### Call to Action

Legislative Partners can help:

- Expand mass transit
- Communicate climate solutions
- Support rebate programs for clean energy equipment
- Advocate for direct pay and grant funding for greening museums
- Build partnerships for creative thinking



### Measuring Impact

Rainwater Diverted from Storm Sewer  
120 GAL/RAINFALL

Volunteer Hours in Historic Victory Garden  
550H / \$18.7K

Hiking Trails Maintained  
4.5 MILES

Visitors through Public Transit Program  
2,675 IN 2021

\$ Saved through Resilience Projects  
\$32K/YEAR

Budget commitment to green initiatives  
22% OPERATING / 12.5% STAFF

FURTHER MUSEUM INFORMATION HERE (ADDRESS, LINK TO SUSTAINABILITY PLAN, ETC.)



**Equity-Centered**



# Key Questions

- Common equity markers & community context
- Who are you including at what levels?
- Who makes decisions and whose voices are represented? Who's missing?
- What does your organization do that no one else is doing?
- What community needs are you addressing?

2019 PROFILE OF LOCAL ARTS AGENCIES

**95% of local arts agencies use the arts to address community development issues**  
*(e.g., youth, economic, diversity)*



**95%** ADDRESS COMMUNITY DEVELOPMENT ISSUES



THE PROFILE OF LOCAL ARTS AGENCIES tracks the budgets and programs of the nation's 4,500 local arts agencies and how they are transforming America's communities.

Learn more at [www.AmericansForTheArts.org/LAAPProfile](http://www.AmericansForTheArts.org/LAAPProfile)

# Context & Resources

- AFTA's [Social Impact of the Arts](#)
- [Artists Thrive](#)
- [Massachusetts Health Equity Dashboard](#)
- US Census (also state & local data)





# Equity Template

Publication Date

Contact information and/or website

## YOUR ORGANIZATION

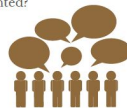
*Mission and/or Equity Statement*



*Showcase Initiatives, with Impact Numbers where Available:*

### COMMUNITY AUTHORITY

Who are you including at what levels? Board? Advisory groups? Staffing? Community partnerships? Who makes decisions and whose voices are represented?



### STRATEGY & BUDGET COMMITMENTS

What are the markers of institutional commitment to your equity and inclusion goals? What is the timeline to reach them?



### MINORITY-OWNED BUSINESS PARTNERS

What does your organization do that no one else is doing? What community needs are you addressing? How are you contributing to the life of your neighborhood?



### WHOM DO YOU SPEAK TO?

What languages do people in your community speak? Do your staff members speak those languages? What about exhibit labels and key information on your website? How accessible are you, physically and otherwise?

## REFLECTING REALITY

*What is the context in which your org exists?*

Think about pairing your org's info with your community background and 'equity spotlight' information for context - why is what you are telling them important?

- Common equity markers: access by public transit; accommodations for visitors with special needs; local cost of living vs. income range; pay ratio highest:lowest on your payroll.
- community context (racial/ethnic makeup of neighborhood, age of housing stock, tree cover, % of students who qualify for free or reduced lunches, most common sources of employment in the area, public health indexes for violence, drug issues, covid vaccination rate, etc.)



Pick exhibit or visitor images that are respectful and not tokenizing.

## CALL TO ACTION

What do you need from your audience to do this better?

- Vote or sponsor this bill which...
- Funding for that set of programs or earmarks
- Visibility for these initiatives
- Share these resources with your constituents

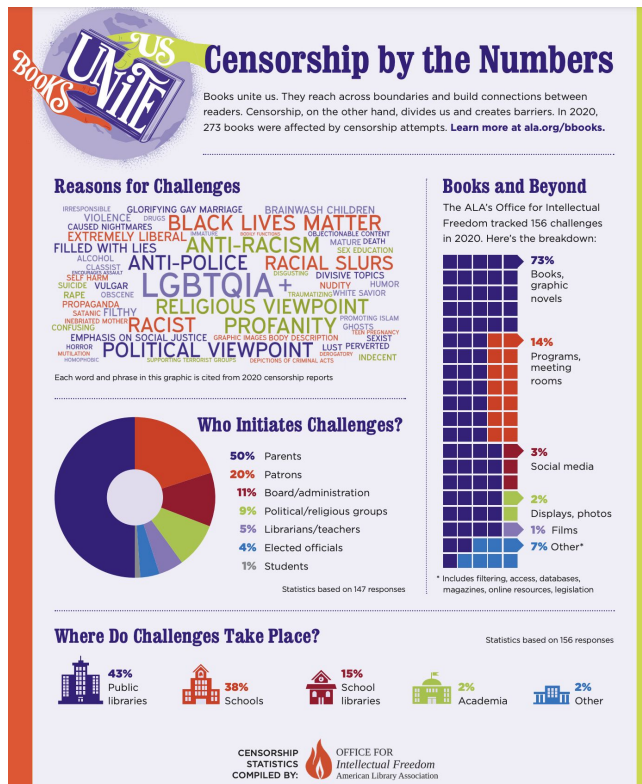


# Design Tips



# Make it Digestible

- Photos
- Infographics
- Pull quotes
- Bullet points
- Timelines
- Maps



## The Internet Is a Zoo

The Ideal Length of Everything Online

Every piece of content should be as long as it takes to convey the message, and no longer.

### THE IDEAL CHARACTER COUNT

TWEETS  
71-100



**SIDE NOTES**  
**TWEETER**  
Tweets often are 140-150 characters long or 14% higher in engagement rate.

FACEBOOK POSTS  
40



**FACEBOOK**  
Posts with an emotional content score tend to receive 86% more engagement than posts with a high like-to-retweet ratio.

GO+ POSTS  
60



**GOOGLE PLUS**  
Ezra Klein's investigative content consistently won the day. First-person voice needs a supporting character as much as possible to read well.

PARAGRAPHS  
40-55



**PARAGRAPHS**  
Opening strong opens with angle. Using only basic information isn't the make it easier for the reader to focus and jump quickly from one line to the next.

URL DOMAINS  
8



**DOMAIN NAMES**  
The best domain names are short, easy to remember and don't contain high levels of noise or irrelevant words or long descriptors.

HASHTAGS  
6



**HASHTAGS**  
Don't use spaces or special characters. Don't start with a number. Numbers can be useful with categorizing.

TD SUBJECT LINES  
28-39



**EMAIL SUBJECTS**  
Subject lines containing 28-39 characters get an open rate of 22% and a click rate of 4% on average.

TITLE TAGS  
55



**TITLE TAGS**  
Meta tags over 55 characters receive 5% impressions and 1% get clicked and will not be indexed.



**The Amon Carter Museum of American Art ...**



▶ Visitors to Illinois State Museum facilities and programs spend about **\$36 million** in Illinois communities each year.  
(Illinois Office of Tourism estimate of visitor spending)

**Illinois State Museum** NATURAL HISTORY • ANTHROPOLOGY • HISTORY • ART  
SPRINGFIELD • CHICAGO • LOCKPORT • LEWISTOWN • WHITTINGTON [www.museum.state.il.us](http://www.museum.state.il.us)  
Inspiring people of all ages to discover and care about Illinois' natural and cultural resources and heritage.

**Economic & Educational Impacts**

**In 2014, the Illinois State Museum:**

- ▶ employed 85 people in our communities,
- ▶ spent \$8.9 million on goods and services in our communities,
- ▶ served over 386,750 individuals on and off site and 1.5 million virtual visitors,
- ▶ served over 40,000 schoolchildren through school visits, and
- ▶ served over 2,300 teachers.



- The Illinois State Museum's main facility is located in Springfield
- Branch facilities include:*
- ISM-Chicago Gallery and
  - Illinois Artisans, Chicago in the James R. Thompson Center;
  - Lockport Gallery in the Norton Building in Lockport;
  - Dickson Mounds Museum in Lewistown; and
  - Southern Illinois Art and Artisans Center at Rend Lake in Whittington.
  - The Museum's Research and Collections Center, also in Springfield, houses laboratories and over 12.5 million objects documenting Illinois' natural and cultural heritage.



Admission to Illinois State Museum facilities is **free** (donations suggested). Most facilities are open 362 days each year.



**Illinois State Museum-Springfield**  
502 South Spring Street • Springfield, Illinois 62706-5000  
Monday-Saturday 8:30 a.m.-5:00 p.m. • Sunday Noon-5:00 p.m.  
217-782-7386 • Parking available nearby • ADA accessible



The Illinois State Museum system is accredited by the American Alliance of Museums.



The Illinois State Museum is an Office of the Illinois Department of Natural Resources.



# Good Graphics Tools

- Canva
- Piktochart
- Picmonkey
- Venngage

[Buffer's review list of 12 Infographic Makers](#)

The screenshot displays the Canva website's main interface. At the top, there is a navigation bar with the Canva logo, a 'Home' button, and dropdown menus for 'Templates', 'Features', 'Learn', and 'Pricing'. A search bar is located to the right of these menus. On the far right of the navigation bar, there are icons for help, settings, notifications, and a 'Create a design' button, along with a user profile icon labeled 'MV'. Below the navigation bar, the main content area is divided into several sections. On the left, there is a sidebar with a 'Recommended for you' section containing a list of options: 'All your designs', 'Recent designs', 'Shared with you', 'Brand Kit', 'Content Planner', 'All your folders', 'Trash', 'Meg Winikates's team', and 'Invite members'. The main content area features a large blue and purple banner with the heading 'What will you design?' and a 'Custom size' button. Below this banner are several circular icons representing different design categories: 'For you', 'Presentations', 'Social media', 'Video', 'Print products', 'Marketing', 'Brainstorms', and 'More'. Underneath the banner, there is a section titled 'You might want to try...' which displays five design templates: 'Video', 'Flyer (5.5 x 8.5 in)', 'Newsletter', 'Poster', and 'Instagram Post'. At the bottom of the page, there is a 'Recent designs' section showing four more design examples, including one titled 'THE PACIFIC HERALD' and another titled 'YOUR ORGANIZATION'. A 'Try Canva Pro' button is visible in the bottom left corner, and a 'Help ?' button is in the bottom right corner.



**Now what?**

**How to spread the word**



# Elected Officials

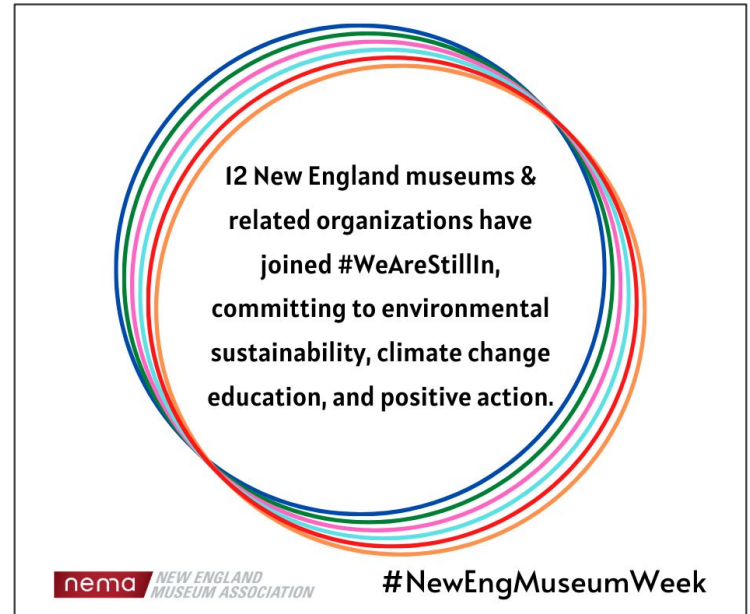
- Email introduction
- Office visit leave-behind materials
- Follow up email
- Social media thank-yous
- Social media awareness campaigns





# Media, Funders, and the General Public

- Member Communications
  - Newsletters, annual appeals
- Granting Orgs & Donors
- Social Media
  - Voter education
- Media/PR



**Questions?**

