

AAM MUSEUM ADVOCACY YEAR-ROUND ADVOCACY PLAN

MONTH

ADVOCACY ACTIVITY

Learn about your legislators – who they are and what issues matter to them.

Invite your legislators and local staff to visit the museum for a behind-the-scenes tour.

Ask your legislators for stories about what museums mean to them, and highlight their feedback in your newsletter and website.

Attend an event sponsored by your legislators' offices – many Members hold open houses or coffee hours at their district offices so they can meet members of the community. They may also hold town hall meetings on issues throughout the year that you can participate in.

Engage your trustees – set aside time at your next board meeting to encourage trustees to communicate with legislators.

Add your legislators and their district offices to your mailing list so they are aware of upcoming events and programs your museum is doing.

Participate in online advocacy training offered throughout the year by AAM.

Create your museum's one-page economic impact statement and send it to your legislators.

Work with legislators to draft a statement about your museum to be submitted as part of the Congressional Record or to craft an op-ed about what the museum means to the community.

Help engage your supporters and visitors in the cause. Connect to AAM's advocacy website from your museum's website and encourage your community to Speak Up for Museums!

Add your legislators and their staff to your mailing list and invite them to visit the museum.

Stay informed and engaged – join AAM's advocacy distribution list to get updates on breaking news and action you can take throughout the year.