Museums Advocacy Day
February 25–26, 2013

What is Museums Advocacy Day?

Museum supporters from around the country gather in Washington, DC to bring a unified message to Congress about why museums are essential and how federal policies affect museums. Participants include museum directors, staff, volunteers, students, board members, and business owners. Museums of all types are represented.

Events include:
» Full day of issue briefings and policy updates
» Congressional Reception featuring Members of Congress
» Congressional Breakfast featuring remarks by Members of Congress

“I attended Museums Advocacy Day...paid close attention, took copious notes and followed up on all suggestions made. Wow, did it pay off for my organization and for my career as a museum administrator! ... We were awarded a $250K grant thanks to the support of [our Senator] ... Attending the Museums Advocacy Day programs set the stage for this award.”

Billye J. Chabot, Director, Seward House Museum in Syracuse, NY

In 2012, we advocated for federal funding, federal education policy, charitable giving incentives and recognition of the economic impact museums make in every community.

In 2013, there will likely be at least 100 new Members of Congress, and the new Congress is poised to take immediate action on federal funding, education, and taxes. Museums must be armed and ready to make the case that they are not just nice, but essential.

Stats:
» Initiated by AAM in 2009
» Supported by 80 organizations
» 320 registrants (2012)
» 363 Congressional offices visited (2012)
Why Museums Advocacy Day?

» Unify the museum field

» Present a unified front to Congress

» Make sure museums are not overlooked or minimized

» Demonstrate what museums are and what they do

» “Constituent visits ... have more influence...than any other influence group or strategy.”

   2011 Congressional Management Foundation survey of Congressional staff

» Build relationships with policymakers and federal agency staff

» Create a media presence

“I didn’t fully understand the real value of going to Museums Advocacy Day when I registered. However, after hearing from expert speakers and learning about the issues affecting the field, I really got a sense of how the success of our business is directly impacted by the health of the museum industry.”

Chris Tebbutt, Exhibit Designer & Museum Planner, Boston, MA

“During Museums Advocacy Day 2011, I met a staff person for ... a newly elected Member of Congress. That conversation led to our hosting the Congressional Art Show ..., which provided additional opportunities for us to talk about the importance of the arts and federal support ... The only reason this came about was due to the connection I made with the Congressman’s staff person at Museums Advocacy Day.”

Karen Witter, Associate Director, Illinois State Museum in Springfield, IL

Visit www.speakupformuseums.org to learn more.
A message to the museum field from Alliance President Ford W. Bell:

We invite you to support the 5th annual Museums Advocacy Day (February 25-26, 2013) in Washington, DC. This annual event is an opportunity for the entire museum field—museums of all sizes and disciplines—to come together around a common policy agenda and bring a unified message to Capitol Hill. Given the current economic and budget climate, it is more important than ever that we join together to make our case for museums.

In recent years the Alliance has invested nearly $1 million in enhancing its national advocacy effort. Organizing and convening Museums Advocacy Day is just one element. We also offer extensive advocacy briefings and e-advocacy tools to work closely with our partners in the field—all of you—to represent the entire museum community in Washington, DC.

Museums Advocacy Day is our collective opportunity to make a real impact. Will you join this effort in 2013?

We have several ways for you to support this critical initiative, and we hope you will join us as we once again tell Congress that all museums are essential.

Thank you in advance for your collaboration and support!

YES! I am proud to support Museums Advocacy Day (Feb. 25–26, 2013)

☐ Co-Convener $5,000
☐ Leader $2,500
☐ Partner $1,000
☐ Honor Roll at an amount of $__________ ("Pay What You Can")

Name: __________________________________________________
Title: ___________________________________________________
Organization/Museum: _____________________________________
Email: __________________________________________________

Please indicate payment method:

☐ I have included a check made payable to the American Alliance of Museums MAD 2013.
☐ I prefer to pay by credit card:
Please circle one: Visa / MasterCard / Discover / AMEX

Card Number: __________-_________-_________-_________

Exp. Date: __________ / __________

Name on card: ________________________________________________________

Cardholder signature: ___________________________________________________

Please return this form by faxing to 202-289-6578 or emailing Laura McKenzie, Stewardship Manager, at lmckenzie@aam-us.org or mail to: AAM, PO Box 741970, Atlanta, GA 30374-1970.

Visit www.aam-us.org/advocacy to learn more.

2013 Museums Advocacy Day Levels for Support and Benefits

Co-Convenor $5,000
■ Includes Leader benefits
■ Enhanced Speaking role during Museums Advocacy Day
■ Verbal acknowledgement during program at evening reception
■ Recognition ribbon on badge at event
■ Color logo in top tier of listing of supporters to accompany Museums Advocacy Day article in Museum magazine and on Museums Advocacy Day website

Leader $2,500
■ Includes Partner benefits
■ FREE participation for all of your organization’s members in Museums Advocacy Day
■ Speaking role at Congressional Breakfast
■ Black & white logo in 2nd tier of listing of supporters to accompany Museums Advocacy Day article in Museum magazine and on Museums Advocacy Day website
■ Alliance Membership (Ally category)

Partner $1,000
■ Includes Honor Roll benefits
■ Logo in Museums Advocacy Day Handbook and materials to leave behind at Congressional visits
■ Text acknowledgment in 3rd tier of listing of supporters to accompany Museums Advocacy Day article in Museum magazine and on Museums Advocacy Day website

Honor Roll "Pay What You Can"
■ Organizational name listed in Museums Advocacy Day Handbook and materials to leave behind at Congressional visits
■ Participation on Advisory Committee
■ Text acknowledgment in 4th tier of listing of supporters to accompany Museums Advocacy Day article in Museum magazine and on Museums Advocacy Day website