**Museums Advocacy Day 2017**

**Publicity Tools**

**Sample Pitch to Local Media**

[Name, Title, Museum Name] will be traveling to Washington, D.C. on February 27-28 to take part in [Museums Advocacy Day](http://www.aam-us.org/advocacy/museums-advocacy-day), in which 250+ museum professionals from across the country journey to Capitol Hill to make the case for federal support of America’s museums.

Museums Advocacy Day is the embodiment of the Constitutional right of citizens to petition the government, and a basic exercise in democracy, whereby average citizens have their voices heard in Congress. These are not the well-heeled lobbyists we’ve heard about; rather, they are our neighbors, armed with powerful data on the economic, educational, and community impact museums make both locally and nationally.

The case for museums is rooted in compelling research. For instance:

* Museums invest more than $2 billion in education programs each year;
* Museums welcome more than students for more than 55 million visits each year;
* In direct expenditures alone, U.S. museums inject $21 billion into the economy, and employ roughly 400,000 Americans;
* Museums receive more than 850 million visits annually, more than all major league sporting events combined;
* For every $1 invested in museums and other cultural organizations, over $5 is returned in tax revenues.

[Name of advocate]’s experience on Capitol Hill offers a range of interesting angles for the [name of media outlet]. For example:

* [Name of advocate] can provide a timely, compelling first-person account of what an amateur lobbyist experiences, and convey to readers the workings of the Capitol and their visits with Congressional representatives;
* [Name of advocate] can chronicle the events on Capitol Hill via social media for your Facebook or Twitter followers;
* [Name of advocate] can write a blog account of the opening day of issue briefings, followed by a running account of [his/her] Capitol Hill visits for your website;
* We can provide professional photos of [name of advocate] visiting with our Congressional delegation to accompany your coverage;
* [Name of advocate] can write an op-ed on the rationale for federal support of America’s museums.

You’ve likely thought of other ways this experience would make for compelling stories for your readers. We would love to explore these with you further. I will be following up with you in the coming days . . .