

2024

Museums for All +
Serendipity Media



In the last 6 months of 2023:

- Discovery
- Participating museum communications audit, inclusive of social media
- Development of cohesive branding and messaging via email, social media and monthly e-newsletters
- Email communications calendar
- Social media content creation, including set up of Facebook and Instagram
- Dashboard creation for measurement and reporting
- Refreshed toolkit elements: social media graphics, SNAP EBT card examples
- Trade show banner design
- Virtual Community Conversation presentation, participation and debrief
- Initial research of current participating museums, lacking museum varieties, trade show involvement
 - Informing decisions on how and where to prospect

The Museums for All initiative, progressive and unique in approach, **is fundamentally driven by a growing societal recognition of the need for inclusivity and accessibility in cultural experiences: Museums of all varieties are seen and upheld as pivotal educational resources that can not only empower individuals, but can also lead to shifts in perspective that drive cultural awareness, change and growth.** Historically, those in marginalized and/or lower-income populations have been excluded—unintentionally in many cases—from the eye-opening benefits of museums, **and it is the mission of Museums for All to mitigate ostracization, remove financial barriers and welcome those who may have previously felt uninvited to learn and join in cultural and communal conversation.**

As SNAP benefits aid in feeding the body, the Museums for All initiative figuratively feeds minds and communities at large. The program and its mission is certainly well received; however, as a whole, it has reached a plateau. Adaptation of operations and engaging implementation at individual museums is a consistent challenge. There is a need for a restructured and refreshed framework surrounding participating museum communication and resources. This will set the foundation for recruitment of new participating museums. Awareness and support from SNAP offices and other aligned organizations, associations and initiatives is also lacking. Collaboration efforts are required as well as consistent initiation of partnership opportunities.

Through a deliberate and strategic approach, we seek to achieve the following objectives:

- Comprehensive service and communication to participating museums, empowering them to properly and effectively implement
- Recruitment of new participating museums
- Established support from government agencies and aligned nonprofit organizations; partnership growth and extension
- Extended reach and impact on community members and key stakeholders
- Positive overall perception of the Museums for All brand

Strategies + Tactics: Branding

Internal Organizing Idea: Feed the Mind, Feed the Community

[An ORGANIZING IDEA is "... an active statement that defines what the brand must do to change consumer behavior. It inspires the type of experiences that are created ..."]

- Solidifying color palette, ensuring accessibility on website
- Window cling + other publicly displayed pieces
 - Add tagline: Free or Reduced Admission for Those Receiving SNAP Benefits
- Trade show + print/digital materials
 - Trade show pop-up banner in review

Strategies + Tactics: Participating Museum Communication

- **Communication Types**

- **Social Media Platforms + Content**

- Twitter, Facebook, Instagram
 - Establish LinkedIn presence
 - Create content library

- **Email**

- Ensure consistent branding + messaging
 - Remove barriers to receiving
 - Template / HTML creation, hand off, and training

- **Monthly Enewsletter**

- Identify consistent sections
 - Implement new/requested sections, i.e. marketing/communication tips
 - Template / HTML creation, hand off, and training

Strategies + Tactics: Participating Museum Tools + Resources

- **Review feedback survey and determine areas of need**
- **Toolkit**
 - Determine format and identify what is to be included and/or redefined, i.e., definition of Hubs
 - Refresh look and formatting of bookmark and postcard
 - Identify resource additions:
 - Talk tracks, i.e., areas of needed scripting brought to light during VCC
 - Logo usage + encouragement
 - Suggestions for seamless implementation/best practices, i.e., acceptance of Medicaid and WIC, online ticket purchase, etc.
 - Partnership suggestions + communication templates
- **Hangouts + Other Webinars**
 - New participating museum webinars once per quarter
 - Additional Virtual Community Conversations run by “exemplary” participating museums
 - How to establish partnerships, i.e., local SNAP offices, colleges, libraries

Strategies + Tactics: Prospecting

- **Research**

- What types of museums are lacking, how many in total nationwide, how and where to communicate with those types of museums, i.e. natural history museums and botanical gardens
- What geographic areas need additional focus / have room to grow
- Museums that already offer free admission - messaging that encourages participation

- **Targeted promotion**

- Museum varieties with lesser numbers
- Museums in specified geographic areas
- Low-hanging fruit: ACM and ASTC members that do not yet participate
- Involvement in aligned conferences + trade shows (ex: Zoological Association of America Conference)
 - Booths, sponsorship, supply informational materials
- List purchase

- **Blog Development (another way to find Museums for All)**

- Emphasis on SEO
- Collaboration with bloggers/influencers, i.e., moms

Strategies + Tactics: Outreach + Support

- **Research of the following entities:**
 - Federal Agencies: SNAP, Office of Head Start
 - Related National Associations: American Association of SNAP Directors/American Public Human Services Association (National Human Services Summit 2024: June 9-12; Economic Mobility & Well-Being Conference - designed for AASD: Dates TBD), National Head Start Association (Conference: April 15-18, 2024), National League of Cities (Congressional City Conference: March 9-10)
- **Need to identify how align with organizations and conferences, who are we able to get in front of**
- **Conference / Trade Show Involvement**
 - Speak / present in education sessions
 - Call for proposals
 - Presentations already created? Who will be presenting?
 - Attend and begin to integrate
 - Exhibit
 - Sponsor
 - Can we obtain list of attendees for on-site or follow-up communication?
- Beyond conferences, how can we build awareness and best integrate our work into what these entities are already doing?