Getting Started with Museums for All

By joining Museums for All, your museum can provide better access and support to your community, advance your equity and inclusion plans, and benefit from being part of a nationwide initiative.

Here are some tips that can help your museum get started, from museums that have adopted the initiative.

LAUNCHING MUSEUMS FOR ALL

Prepare:
- Look for sponsors, partners, and other ways to operationalize the initiative.
- Be sure to update your ticketing system with new pricing information for Museums for All tickets as well as a way to track the number of Museums for All visits you receive.

Train:
- Before welcoming Museums for All visitors, train your frontline staff on the program guidelines and pricing, as well as your museum’s updated ticketing system.
- Share information with staff about recognizing and understanding the purpose of SNAP EBT cards.
- Conduct sensitivity training so staff know how to make Museums for All visitors feel welcome, as well as how to manage and resolve stigma with visitors.

Example: Visitors who do not qualify for Museums for All may ask about other ways your museum supports access and inclusion. Be prepared to talk about your museum’s other offerings, such as times with free or reduced admission.

PROMOTING MUSEUMS FOR ALL

Make sure visitors have accurate information before they visit:
- Post information about Museums for All online and at your front desk. (Required!)
- Share the program via social media, emails, newsletters, and word of mouth.
- Write a press release and conduct media outreach to local newspapers and TV stations.

Activate your partnerships:
- Reach out to community groups, schools, or other museums to share the program.
- Share materials with your partners, and ask them to post on social media or email their lists.
- Provide brochures about Museums for All to offices and waiting rooms, such as a local SNAP office.
- Present about Museums for All at meetings hosted by your partners.
- Co-develop marketing materials for your partners’ audiences.

BENEFITTING FROM MUSEUMS FOR ALL

See results:
- Most museums report a neutral effect on revenue streams—and in some cases, a slight increase.
- After joining, there is often an overall increase in attendance to the museum.
- There can be an increase in the broader community’s feeling of goodwill toward the museum.
- Museums for All helps museums support community members experiencing economic hardship.

Visit www.Museums4All.org/for-museums for more resources to get started!

These tips were gleaned and adapted from the Museums for All Evaluation Report published in November 2018. For the full report, visit www.imls.gov/publications/museums-all-evaluation.

Questions? Contact Info@Museums4All.org