MUSEUMS *for* ALL ®

an initiative of the
Institute of Museum and Library Services

Participating Museum Toolkit

museums4all.org

About Museums for All

Museums for All is a national, branded access program that encourages individuals of all backgrounds to visit museums regularly and build lifelong museum habits. It is open to participation by any type of museum — including art, history, natural history/anthropology, and general museums, children's museums, science centers, planetariums, nature centers, historic houses/sites, zoos, aquariums, botanical gardens, and arboretums.

The cost of museum admission can be a barrier for many low-income families. Through Museums for All, those receiving food assistance (Supplemental Nutrition Assistance Program—SNAP— benefits) can gain free or reduced admission to more than 1,200 museums throughout the United States. Participating museums provide reduced admission, ranging from free to $5.00, to visitors presenting their EBT card. This reduced rate is available during all normal operating hours to up to four individuals per EBT card. With a year-round open door policy, Museums for All invites low-income visitors to feel welcome at cultural institutions.

Since the launch of the initiative in 2015, Museums for All has served nearly 12 million visitors nationwide at more than 1,400 museums of all varieties, representing all 50 states, the District of Columbia, and the U.S. Virgin Islands. Museums for All is the only nationally coordinated financial accessibility program in the museum field, providing an easy-to-implement structure and the ability for participating museums to customize their implementation.

Museums for All is an initiative of the Institute of Museum and Library Services (IMLS), a federal agency based in Washington, DC. The initiative is administered by the Association of Children's Museums through a cooperative agreement with IMLS.

About the Institute of Museum and Library Services (IMLS)

The Institute of Museum and Library Services is the primary source of federal support for the nation's libraries and museums. We advance, support, and empower America's museums, libraries, and related organizations through grantmaking, research, and policy development. Our vision is a nation where museums and libraries work together to transform the lives of individuals and communities.

About Association of Children's Museums (ACM)

Started in 1962, the Association of Children's Museums (ACM) champions children's museums worldwide. With more than 470 members in 50 states and 11 countries, ACM is the world's foremost professional society supporting and advocating on behalf of children's museums, and those who work at and otherwise sustain them. We leverage the collective knowledge of children's museums through convening, sharing, and dissemination.

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GETTING STARTED WITH MUSEUMS FOR ALL

A museum visit can inspire the development of new skills and interests,
ignite creativity, and enrich social connections.

Museums for All is a way to broaden a museum's visitor base and reach out to underserved communities. Museums for All helps expand access to museums and raises public awareness about how museums in the U.S. are reaching their entire communities. By addressing financial and logistical barriers to visitation, Museums for All also aspires to be an effective strategy for mitigating the social and academic barriers individuals face when they are not exposed to high quality museum experiences.

Participating in the Museums for All program is easy to do.

- REGISTER to participate in Museums for All.

- OFFER individual admission fees ranging from free to $5 (USD) to individuals and families presenting a Supplemental Nutrition Assistance Program (SNAP) Electronic Benefits Transfer (EBT) card, and a valid form of photo ID. Museums for All admission rates must be offered for up to four individuas per EBT card. This admission rate must be available during all normal operating hours.

- BRAND your program using the guidelines and logos in this toolkit.

- PUBLICIZE your participation in Museums for All by posting information about access on your websites and other collateral. Many tools and templates are available in this toolkit.

- TRAIN sales and front line staff appropriately to ensure good customer service to individuals and families seeking to gain access via Museums for All. Click here to view examples of state EBT cards.

- REPORT your quarterly attendance numbers.

This toolkit serves as a resource for your participation and provides ideas for promoting your Museums for All status. We've included tools and templates meant to both inspire and support you and your team. You are encouraged to use these templates as is, or you can adapt these resources to your own museum's voice and brand.

❝

This has been a great program. It has been fun to share with families who are hesitant to bring their children to our museum, but once finding out about [Museums for All], their faces light up and share that excitement with their family as they tour our museum.''

Eugene Science Center, Eugene, OR

BRANDING

Branding coherence is critical for the establishment of a strong, recognizable visual presence.

What is the purpose of this booklet?
The purpose of this style guide is to centralize all branding information so that staff, clients and/or associated parties can fully understand how to use the Museums for All logo. Compliance with these guidelines will support and maintain a strong brand.

Museums for All participating museums are part of a large network of institutions committed to accessibility and inclusion. Connecting this network is an established, recognizable brand.

For cobranding your institution with Museums for All, please refer to page 6 of the Logo Usage Guide for sizing and spacing guidelines.

LOGO USAGE GUIDE

PUBLICIZE YOUR PARTICIPATION

Use these customizable materials to promote your museum.

Press Release

Click the button for a press release template for how to talk about your participation in Museums for All. This is designed to be the official statement from your museum about your participation in the program. Please feel free to adapt and/or add to the draft below, but keep in mind that the information about IMLS and ACM should be included without alteration.

DOWNLOAD

Flyer

Click the button to view and customize the Museums for All flyer! This flyer can be used to share with visitors that you are a participating museum with Museums for All. Premade flyers have been created for a variety of museum types, and a customizable template is available for you to insert your own museum's photo into. To view detailed instructions of how to use these templates, click here.

DOWNLOAD

Bookmark

Click the button to view and customize the Museums for All bookmarks! Alongside a fully customizable version, there are also three premade bookmark templates that can be printed and distributed to visitors. To view detailed instructions of how to use these templates, click here.

DOWNLOAD

Postcard

Click the button to view and customize the Museums for All postcards! These postcards are intended to be distributed at your museum's front desk, a local government office or SNAP agency, or other in-person institution or event. These are not intended to be mailed. Alongside a fully customizable version, where you can add your own photo to the design, there are also premade versions that can be printed and distributed with your museum's information added. To view detailed instructions of how to use these templates, click here.

DOWNLOAD

Social Media

Spread the word about Museums for All on social media using these downloadable social media graphics! You are welcome to add your institution's logo to these graphics to cobrand them with Museums for All. Please refer to the logo usage guide for proper cobranding.

DOWNLOAD

> "
> This program is amazing! It gave us a chance to show my daughter a fun time that was affordable on my single parent income. Thank you!"
>
> **Visitor to Grand Rapids Children's Museum, Grand Rapids, MI**

JOIN A HANGOUT!

Connect with other participating museums during our regular Hangouts!

These virtual, 30-minute Hangouts typically occur on or around the last Friday of every month, feature a guest speaker from a participating museum, and offer a place for museum professionals to share their thoughts and advice regarding a specific topic of interest.

For those unable to attend, a recording of the discussion will be uploaded to the Museums for All Groupsite each month.

Need an invitation to the Groupsite?
Contact **Brendan Cartwright** at **Brendan.cartwright@childrensmuseums.org.**

ABOUT MUSEUMS FOR ALL HUBS

As more museums participate in Museums for All, more communities are becoming identifiable as Museum for All Hubs, also known as Hub Cities, which are defined as a community with at least three Museums for All museums. In some hubs, museums work closely with one another to support their Museums for All work. Other hubs have looser connections between the museums.

In December 2018, representatives from fifteen hub city museums met to share the effective practices in their communities. Read the **Museums for All Hub Convening Summary**.

RESOURCES FOR MUSEUMS FOR ALL HUB CITIES

We encourage participating museums in Museums for All Hubs to work together to maximize their impact. These Museums for All Hubs resources are customizable so that each city can tell their story.

Museums for All Hub Draft Press Release
Coordinate with other museums in your community to issue a joint press release announcing your participation in Museums for All.

DOWNLOAD

Museums for All Hub Flyer
Customize this flyer to share with potential Museums for All visitors to highlight all of the participating museums in your city. The flyer is designed as a two-pager but includes an optional third page for communities with more than three participating museums. Use Adobe Acrobat to further customize this resource.

DOWNLOAD

Museums for All SNAP Office One Pager
Your community's local SNAP office can be a great resource for connecting with potential Museums for All visitors. Use Adobe Reader or Adobe Acrobat to customize this flyer before sharing it with your local SNAP office.

DOWNLOAD

Draft Agenda for Museum Initial Meeting
Many Museums for All Hubs find it beneficial to meet regularly (monthly, bimonthly, or quarterly) to discuss the implementation of Museums for All at their museums as well as ways to leverage and promote their participation to potential visitors, local stakeholders and funders. This sample agenda outlines potential discussion topics for an initial meeting.

DOWNLOAD

Draft Agenda for Hub Stakeholders
When multiple museums participate in Museums for All, they benefit from their shared capacity to leverage and promote their participation. This sample agenda outlines potential discussion topics for meetings with local stakeholders, such as funders, elected officials, and potential community partners.

DOWNLOAD

Museums for All Hub Draft Deck for Stakeholder Meeting
Customize this PowerPoint presentation to complement your local stakeholders meeting.

DOWNLOAD

REPORTING

Sharing data about the impact of Museums for All in your local community is important to the shared success of the program. In 2024, Museums for All introduced the new Museums for All Profile Dashboard which is informed by the self-reported data of participating museums and allows for a dynamic snapshot of the program's impact and reach.

How to use the dashboard as a tool:

OVERVIEW:
Explore a high level report of all Museums for All data. This data is self-reported by participating museums and should allow for some margin of error.

DEEP DIVE:
Take a closer look at data filtered by museum type, budget size, state, and more. You can also refine your search to show your own museum's impact individually.

Organizations are welcome to share this data with any stakeholders, including staff, board members, partners, funders, etc. by downloading your search as a JPG, PowerPoint, or PDF or by sharing/embedding a link to your search. This can be found directly below the dashboard in the navigation bar.

COMPARE:
Create a side-by-side comparison of data. For example, you could compare children's museums in multiple states, museums of the same budget size in a single city, and more. This data is updated monthly, and is dependent on museums self-reporting their visitorship each month. If some data looks incorrect, it may be because there is missing data or the museum may define visitorship in a different way. If your data looks incorrect, please reach out to Brendan Cartwright.
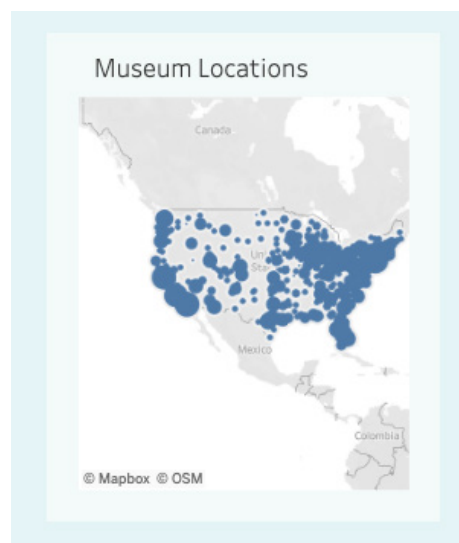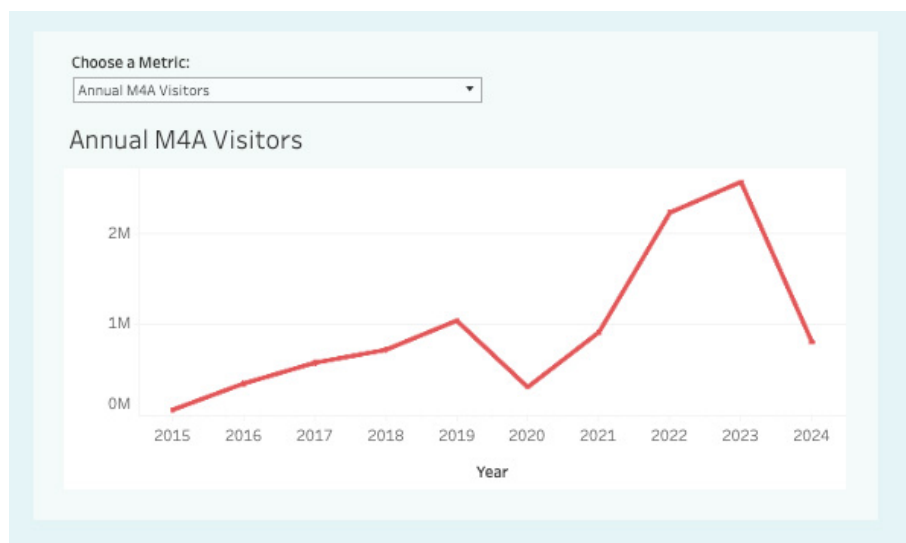
These infographics are examples and are not a true reflection of current statistics.
Please visit the dashboard for the most up-to-date information.