Bigger Impact

How to write & use Impact Statements for Advocacy

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What, Who and Why?
What does it look like?
Look to the Libraries! (And our other cousins, too)

The ALA (American Library Association) has AMAZING advocacy material, and they are very, very effective.

Other good sources:

- Americans for the Arts
- Association for Science & Technology Centers
- American Historical Association
You already have lots of information

- Annual reports
- Grant reports or granting agencies
- Annual appeals
- Evaluations & feedback forms
- Visitor surveys
- Admissions data
- Professional service organizations
- State & local tourism offices
- Mainstreets collaboratives & chambers of commerce
Economic
Key Questions

- Why does your museum matter?
- How do you let others know it matters?
- What unique services do you provide?
- What would the impact to your community be if the museum closed down?
- How do your contributions compare to the state or national trends?

Museums as Economic Engines

In 2017, the American Alliance of Museums partnered with Oxford Economics to study the museum sector’s significant contribution to the US economy.


$1.21 billion
The total financial impact that museums have on the economy in Massachusetts

16,549 jobs
Important jobs within the state are supported by the museum industry each year.

$895m income
Museums provide substantial wages and other income to the state’s residents annually.

$292m taxes
Even though many museums operate as nonprofits, they generate significant tax revenues to the federal, state, and local governments.

89%
Regardless of political persuasion, 89% of Americans believe that museums provide important economic impacts back to their communities.

Source: AAM’s Museums & Public Opinion 2017

Download the full report at http://aam-us.org/EconomicEngines2017
Context & Resources

- Americans for the Arts - Arts & Economic Prosperity 5 Calculator
- AAM’s Museums as Economic Engines
- NEMA’s Advocacy Organizations by State and Advocacy Resource Library
Economic Template

- Direct & Indirect employment
- Benefits to local businesses (restaurants, stores, lodging)
- Payroll taxes etc. paid to the state
- Value of services provided (free admission, student programs, civil services for councils on aging, veterans’ services, etc.)
- Powerful quotes from partners or return visitors
- Compare local vs. state vs. national
- Summarise main points
Educational
Key Questions

- # of students & ages, schools/systems, towns served (pro tip: by congressional district!)
- Free or reduced admission
- Range of visitation from general public (if you collect zip codes)
- Flagship programs
- What holes in curricula are you filling?
- What critical skills are you supporting?
- What do your local students need that you provide?
Context and Resources

- AAM’s 2021 Report: **Museums and Trust**
- **The State of State Standards for Civics and U.S. History in 2021**
- NEMA’s **Advocacy Resource Library**
- **The Educational Value of Field Trips**
Environmental
Key Questions

- What is your institutional commitment to climate change?
- How is this reflected to the public and in your work?
- What are you most concerned about?
- How do you need help and from whom?
- How can we do more and what do we need to do it?
Context and Resources

NEMA has put together an incredible list of resources to get you started:

- **NEMA’s Green Museums Finding Aid**
- **Culture for Climate: How your institution can make a difference (recording available)**
- **Sustainable Museums**
- **Coalition of Museums for Climate Justice**
- **UN Climate Change 2030 Calculator and Climate Neutral Now**
Environmental Template

- In what ways do you help?
- What more can you do?
- How climate change is already and will in the future impact the museum
- How can legislators help?
- What do you need from them?
Equity-Centered
Key Questions

- Common equity markers & community context
- Who are you including at what levels?
- Who makes decisions and whose voices are represented? Who’s missing?
- What does your organization do that no one else is doing?
- What community needs are you addressing?
Context & Resources

- AFTA’s Social Impact of the Arts
- Artists Thrive
- Massachusetts Health Equity Dashboard
- US Census (also state & local data)
Equity Template
Design Tips
Make it Digestible

- Photos
- Infographics
- Pull quotes
- Bullet points
- Timelines
- Maps

Infographics from Buffer.com, American Library Association
The Amon Carter Museum of American Art...
Good Graphics Tools

- Canva
- Piktochart
- Picmonkey
- Venngage

Buffer’s review list of 12 Infographic Makers
Now what?
How to spread the word
Elected Officials

- Email introduction
- Office visit leave-behind materials
- Follow up email
- Social media thank-yous
- Social media awareness campaigns
Media, Funders, and the General Public

- Member Communications
  - Newsletters, annual appeals
- Granting Orgs & Donors
- Social Media
  - Voter education
- Media/PR

12 New England museums & related organizations have joined #WeAreStillIn, committing to environmental sustainability, climate change education, and positive action.

#NewEngMuseumWeek
Questions?