



These tools are adapted from the American Alliance of Museums' advocacy resources. Visit the AAM website for more great advocacy resources and ideas: <https://www.aam-us.org/programs/advocacy/advocacy-resources/>

Complete Your Economic Impact Statement

Now more than ever, elected officials, policymakers and funders need to know how your museum impacts your community. You can start with a just few key pieces of data to personalize and complete our basic template. Then get creative – you can put the data on your museum or organization's letterhead, add photos of visitors enjoying the museum, or add additional data that helps make the case about the value of your museum in your community.

Basic Template

ECONOMIC IMPACT STATEMENT

for

name of institution

My museum employs _____ (#) people in our community.

My museum spends \$ _____ annual budget each year on goods and services in our community.

My museum serves _____ (#) visitors each year, including % from out of town.

My museum serves _____ (#) schoolchildren each year through school visits to museums.

Admission fee: \$ _____

Complete Your Educational Impact Statement

Now more than ever, elected officials, policymakers and funders need to know just how your museum impacts your community. Let your legislators know that museums are critical partners in education. You can start with a just few key pieces of information to personalize and complete our basic template. Then get creative – add your museum or organization’s letterhead, add photos of students participating in programs at the museum, or add additional data that helps make the case about the educational mission of your museum.

Basic Template

EDUCATIONAL IMPACT STATEMENT

for name of institution

Amount spent by museum on educational programming: \$ _____

Number of schools participating in class trips: _____

Number of visits by schoolchildren each year: _____

School Districts Served: _____

List of schools participating in class trips: _____

Curriculum topics taught in cooperation with local school system: _____

Admission fee, if any: \$ _____

Number of educators that participated in teacher training programs: _____

In your own words: [Do you have letters from visitors that capture the educational value of your museums (from schoolchildren, teachers, veterans, families with special-needs children, seniors, or from someone who pursued an education or a professional career after being inspired at your museum)?]

