Dear GAMG Members,

As we move into summer, we have an opportunity to reflect upon how we promote our institutions throughout Georgia and farther afield. Each year, the museum community celebrates Museum Advocacy Day, which is focused on bringing a “united message directly to Capitol Hill.” The American Alliance of Museums leads the effort, and in 2015, a number of things happened:

- 350 Congressional offices visited in all 50 states
- Over 1,873 #museumsadvocacy tweets
- Five federal agencies provided information about their priorities and activities
- Multiple radio, print and television stories
- Six congressional champions
- Twelve updated Issue Briefs
- One mobile app


We are all so busy with strategic planning, disaster preparedness, cultivating donors, caring for collections, and planning new educational programs that we often forget that public advocacy is a key part of our work.

At the local, regional, and national level, reminding our elected officials why we exist, how we support education, and how we impact our communities culturally and economically is vitally important. One meeting can sometimes make all the difference, so consider joining Museum Advocacy Day and consider adding advocacy into your strategic planning. It makes all the difference.

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Have a great summer, and we look forward to working with you all to plan our January 2016 conference in Albany.

Best wishes,

Catherine M. Lewis, Ph.D.

Assistant Vice President, Museums, Archives & Rare Books
Director, Museum of History and Holocaust Education
Professor of History
President, Georgia Association of Museums and Galleries
It was great to see so many of my colleagues in Atlanta recently for the American Alliance of Museums (AAM) Conference. More than 4000 museum professionals from the US and 57 countries were in Georgia for the AAM meeting and over 450 volunteers helped the event run smoothly. Numerous Atlanta area museums played host to conference events and offered classic southern hospitality.

For information on how to encourage elected officials to visit your museum, refer to details in the Summer 2014 GAMG Newsletter, which can be found in PDF form on the GAMG website, www.gamg.org, under the News and Events Tab.

Additional Resources:
- [American Association for Museum Volunteers (AAMV) website](http://www.aamv.org)
- [GAMG Interns Program](http://www.gamg.org/interns)
- [AAM Advocacy Days](http://www.aam.org/advocacydays)
- [AAM Museums Advocacy Day](http://www.aam.org/advocacydays)

For those interested in museum advocacy, I highly recommend attending both AAM Advocacy Days and Museums Advocacy Day in Washington DC. These events are open to all museum professionals and volunteers and provide an excellent opportunity to learn about the legislative process and how to effectively advocate for museums.

Advocacy is not only a right, but a responsibility; it is similar to donor cultivation. Nothing happens overnight, but it needs to be done with the “long view” in mind. Start by inviting local politicians – mayor and council members – to your events and be sure to thank these folks for their support of your institution. Next, do the same with state legislators representing your area. Again, focus on building a relationship with them without “making the ask” for money. Down the road, once the relationship is built, then you can urge the legislator to support your cause.

For more information on how to encourage elected officials to visit your museum, refer to the Summer 2014 GAMG Newsletter, which can be found in PDF form on the GAMG website, www.gamg.org, under the News and Events Tab.

Thanks again to all of you who volunteered time and energy to provide a warm welcome to the conference attendees.

One AAM session that was of particular interest to me was “How to Host a State Museums Advocacy Day.” As you may be aware, for a number of years AAM has been hosting a Museums Advocacy Day in Washington DC, which has been increasingly effective in convincing legislators of the importance of museums. Now a number of states have started their own Advocacy Days, with positive results to report.

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Museum Store Association to Meet in Atlanta in 2016

The Museum Store Association (MSA) Education Advisory Group is seeking presentation proposals for the 2016 MSA Retail Conference & Expo, April 15-18 in Atlanta, Georgia. We are looking for presenters who will captivate audiences, provide examples of how innovative thinking can help a store grow and demonstrate inventive retail solutions that can enhance the nonprofit retail industry.

The MSA Knowledge Standards highlight areas that relate to the needs of store operators:

- Merchandise Planning
- Customer Relations
- Operations
- Financial Management
- Human Resources
- Communications
- Business Relations
- Strategic Management

Our goal for presentations is to:

- Demonstrate innovation and cutting edge store operation techniques
- Stimulate discussion and audience engagement
- Provide examples of best practices
- Target emerging, mid-career and seasoned professionals
- Include video, audio, etc. to engage different learning types

To present, participate in a panel, or recommend a speaker, please submit to: museumstoreassociation.org/2016-conference-expo-session-submissions.

The deadline for session proposals is July 24, 2015. For more information contact Julie Anderson at janderson@museumstoreassociation.org or call 720-390-7620.

Creating an Economic Impact Statement

Thanks to the American Alliance of Museums, you now have a basic template for creating an economic impact statement (see below). Complete yours today! Now more than ever, legislators and funders need to know just how your museum impacts your community. You can start with a just few key pieces of data to personalize and complete the 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.

Many museums and organizations have created an Economic Impact Statement for their museum or several museums they represent. They have used these letters to share their museum's economic impact with members of Congress, local legislators and potential funders.

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: $ ______

According to AAM, on a national scale, museums are economic engines:

- Museums employ more than 400,000 Americans.
- Museums directly contribute $21 billion to the U.S. economy each year. They generate billions more through indirect spending by their visitors.
- 78% of all U.S. leisure travelers participate in cultural or heritage activities. These travelers—including visitors to museums—spend 63% more on average than other leisure travelers.
- The U.S. Bureau of Economic Analysis has found that arts and cultural production constitute 3.2 percent of the nation's entire economy, a $504 billion industry.
- The nonprofit arts and culture industry annually generates over $135 billion in economic activity, supports more than 4.1 million full-time jobs and returns over $22 billion in local, state and federal tax revenues.
- Governments that support the arts see an average return on investment of over $7 in taxes for every $1 that the government appropriates.
Special Thanks to the 2015 GAMG Conference Exhibitors

Braswell Food Company
226 N. Zetterower Avenue
Statesboro, GA 30458
800-673-9388
www.braswells.com
customerservice@braswells.com
Steve Baker, Senior Sales Representative
Jonathan Childree, Marketing Manager

Deborah Harvey Graphic and Exhibit Design
906 Brittany Lane
Statesboro, GA 30461
912-531-5667
Dharvey@nctv.com
Deborah Harvey, Creative Director

PastPerfect Software
300 N. Pottstown Pike, Suite 200
Exton, PA 19341
800-562-6080
brian@museumssoftware.com
Brian Gomez, VP, Operations

Southeastern Museums Conference (SEMC)
P.O. Box 9003
Atlanta, GA 31106
404-814-2014
sperry@semcdirect.net
Susan Perry, Executive Director

Goosepen Studio & Press
706-542-4145
P.O. Box 3275
Hickory, NC 28603
nwm@goosepenpress.com
Amanda Sharp, Publicity & Sales Manager

ADVOCACY NEWS

ArtsGeorgia celebrates its fifth anniversary with the launch of the 2015 Arts Advocacy Initiative in support of restoration of state funding for arts and arts education. Support by the larger community, with an appeal to everyone to affect change is essential. The Georgians for the Arts campaign was designed to appeal to as many Georgia citizens as possible.

We can do better than dead last in state arts spending in the United States with only $.06 spent per person per year. ArtsGeorgia invites everyone to participate in the Georgians for the Arts campaign to achieve these primary results:

• Unite those who support the arts in a campaign that appeals to all
• Restore annual state arts funding to $5.2 Million Dollars in FY2017
• Increase annual state arts funding to $1.00 per capita by FY2020
• Invest state funding in arts education for every child from K-12

Shown in the photo below are buttons and stickers developed to support the campaign. Wear a button. Use a sticker. Join the Georgians for the Arts campaign. Voice your support! Visit www.artsgeorgia.net or the ArtsGeorgia Facebook page for the latest updates, calls to action, and news of the campaign. Request buttons and stickers at: artsga@artsgeorgia.net