StEPs-UT Audience



Community Relations: What You Could Do (a Few Ideas)

- 1) Be responsive to concerns
- 2) Collaborate and partner
- 3) Serve community needs
- Identify local opinion leaders & build relationships with them & their organizations.
 - Plan regular, year-round contact.
 - Add them to contact lists.
 - Participate in existing government relations & lobbying—UMA, OMS, UCA.
 - Who are some leaders you have relationships with? Who are some you could develop relationships with? What are the potential advantages to your museum?
- Arrange museum open houses & tours for residents & community members.
 - Who would you reach out to?
- Make museum facilities available for community events.
 - Who are some partners who help you fulfill the museum's mission and goals and/or reach important/new audience?
- Organize a speakers' bureau so museum leaders can participate in lecture programs sponsored by community organizations:
 - Face-to-face communications: speeches, presentations, etc.
 - Which organizations help you connect with influential audiences?
- Tie exhibitions & events to anniversaries/holidays important to community.
- Participate in community festivals & other established events your community values--offer enhanced programming/opportunities for fun & learning.
- Partner with other community talent & expertise to enliven/broaden interest in exhibits (through visual art, dance, music, etc.).
- Make traveling collection available in locations other than museum.
- Offer educational programs at schools, libraries, state parks, etc.
- Connect your focus to their interests--reflect their lives in your exhibitions, events, etc.
- Engage community in exhibition making, utilize community expertise.
- Approach school districts to:
 - Explore career development programs with special-needs students.
 - Offer students community service hours: assisting with landscaping or maintenance, customer service, administrative tasks, educational programs, tours & interp programs.
 - Important opportunity to invest in the community's youth as potential lifelong supporters.
- Be active in local organizations—Rotary Club, Kiwanis International, Chamber of Commerce, city or county visitors' bureau.
 - Hear local voices and gain a better understanding of community needs and how the museum can better position itself.
- Create affinity groups.
 - Researchers, enthusiasts.
 - \circ $\,$ Plan and present programs at your site for themselves & others.
 - Move from traditional role as history interpreter to experience facilitator.
- Be a designated polling place.

SOURCES: Kotler, Neil G., et. Al., *Museum Marketing and Strategy*, 2nd ed., John Wiley & Sons, 2008, Catlin-Legutko & Klingler, chapter 3, "Like a Good Neighbor: Community Advocacy for Small Museums," *Small Museum Toolkit: Museum Marketing*, Altamira Press, 2012, and Utah Museums Association.

ways to advocate for your museum this year

Identify your elected city, county & state officials



Learn about issues that are important in your community

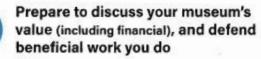


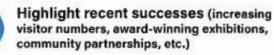
Identify how your museum is uniquely qualified to tackle your community's issues



Record testimonials of why your museum deserves public support

Prepare specific, true stories about your museum's impact on your community



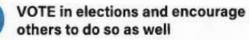




Highlight areas for improvement/ growth, and how sustained or onetime funding would support them (have dollar amounts ready!)



Get to know your community leaders and invite them to your museum



#utahmuseums

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