

Reach Out – to local, state, and national leadership

First of all, please accept a huge “thank you” in advance from SITES for giving the Smithsonian a special, temporary home in your town. This means so much to us – that you are devoting local talent, energy, and enthusiasm to sharing the Museum on Main Street exhibition and its outreach programs with your community. We’re providing a few guidelines and suggestions here to ensure that all your work gets the attention it surely deserves. It’s important not to take anything for granted in terms of visibility, promotion, and attention by local, state, and national leadership.

We strongly urge you to take every opportunity to involve local business leaders, elected officials, and other public figures in your Museum on Main Street plans and programs. The more invested these folks are in your presentation, the better. The positive returns will benefit all involved. Aim to get the mayor, local council reps, chamber of commerce leadership, as well as your Congressional delegation involved in ways that will increase their familiarity with the exhibit, promote awareness of your museum, and highlight the Smithsonian’s presence in your (and their) community. Some of the ways you can do this are:

- Offer speaking roles at the opening event or other public activities
- Ask for their participation in ribbon-cutting ceremony
- Ask them to serve as contest judges
- Ask them to lend artifacts and/or share personal experiences related to the exhibition themes

Please ensure that your senators and representatives are notified of the exhibition’s opening reception, any public programs, and other exhibit-related events. Share invitations and press releases with them. For contact information about national elected representatives, visit www.senate.gov or www.house.gov. In order to ensure maximum impact and exposure, be in touch with **both** the D.C. and local offices, especially if you have contacts with staff in Congressional local offices, often scheduling decisions are made at the last-minute. We particularly encourage you to make a special effort to acknowledge the important role that your nationally elected officials have in making the MoMS program available to your home town. Hearing from their own constituents is critical to public officials’ continued awareness of the value of federal support for the humanities at the local level.

Following your showing, please send a personalized “thank you” to each elected official, whether or not they visited the exhibit, offering appreciation for the federal support that brought the Museum on Main Street program to your home town, and acknowledging the state humanities council’s role in your success. Share press clippings, program highlights, products, or stories to drive home the impact of your MoMS experience at the local level.

And, finally, please keep us in the loop. It may be possible for a Smithsonian representative to attend or to generate additional PR opportunities to increase your event’s visibility. We want to

be helpful, to spotlight your local success, and to keep Smithsonian leadership informed of MoMS activities around the country. Please send copies of your Congressional communications to:

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Thank you in advance.