



ASSOCIATION OF
NOVA SCOTIA
MUSEUMS

ADVOCATING FOR YOUR MUSEUM

CHECKLIST:

Contact your

- ☐ Municipal Councilor
- ☐ Municipal Mayor/Warden
- ☐ District MLA
- ☐ CCTH MLA
- ☐ District MP

AT YOUR MEETING:

- Bring a printout of your presentation for them to keep & refer back to
- Be passionate about what your museum contributes to society
- Do not be accusatory or lay blame
- Be honest about the changes you've had to make (i.e. cut hours, staff, programming, etc.)

Canadian Museums generate
\$2.9 BILLION
per year in economic benefits

#GLAMFacts

TYPES OF CONTACT:

- Letter via email
- Postcard from your museum
- Social media
- Calling their office(s)

For every dollar spent on
museums, society gets
four dollars in benefits!





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2025 Advocacy Package for Museums

Dear Valued Members,

ANSM continues the important work of advocating for museums at all levels of government. This year, we would like to encourage you to get involved by inviting elected officials to your museum and/or requesting stakeholder meetings with them. We understand the vital role that museums play in our communities, and we need elected officials to understand this too. It is essential to advocate for funding and political support to ensure that our institutions continue to thrive.

Governments often make decisions that directly impact our institutions, so it's crucial to build strong relationships with all levels of elected officials - local, provincial, and federal. By inviting elected officials to your museum or meeting with them at their offices, you can show off what your museum accomplishes and the value it brings to your community. Elected officials value how museums contribute to community economics, culture, and services so don't forget to mention the role your museum plays in these areas.

To help you with this important advocacy project ANSM has prepared some resources to help you make the most of the visit. If you have any questions, or require any support, please reach out. We're happy to help you advocate for your museum.

This package is ready for you to put your personal stamp on. Use the templates provided to invite politicians to your site and share with them the impact you have on education, culture, economics, and social well-being.

The following includes:

- Letter to museums asking them to invite politicians to their site
- Letter to political leaders to arrange a stakeholder meeting
- Steps provided for museums to use in inviting politicians to their site
- Invite template (to be written on a postcard)
- Quick thank you and Fact Sheets (from *Reconsidering Museums*) to include in take-away package for politician
- Thank you letter template to be mailed/emailed from museum

All the Best,
Devin Casario,
Executive Director, ANSM

Steps to follow to get politicians to your fantastic site!

1. Reach out (Includes additional postcard option)

Since elected officials are generally not in their offices over the summer, start by sending them an email. If you can find the time later this summer or in the fall, assuming your location is open, contact them by mail. Try grabbing a postcard from your gift shop (or purchase/create one), find a stamp, and use the template provided to tailor the invite to suit your museum. By

2. Haven't heard back from them?

Follow up. It never hurts to send a friendly reminder. Try giving them a call and invite them again. Maybe you have an upcoming event that highlights the best of your museum? Provide all the information and let them know that you look forward to seeing them soon!

3. They've accepted your invite, now what?

Talk to them and let them know what your museum is all about. Give them a tour of your facility and let them know where the funding is going. Thank them for the recent budget increase, but also let them know how more funding will benefit your location and why continued funding is so important and who is positively impacted by it.

Take a moment to review some of the *Reconsidering Museums* fact sheets (<https://reconsideringmuseums.ca/informational-tools/>). These will give you some great talking points and they are included in the package that you can give to your elected official.

4. During their visit

Provide photo opportunities, especially with summer students and volunteers. Give them good content to use for their newsletters and social media. Post photos and tag them on your social media outlets. This is an easy post for you and it will definitely make them happy!

Be sure to provide your politician with a hard copy of the attached package. This will help reiterate what you've talked about and can even assist them when speaking to other government or community leaders.

You did it! Give yourself and your team a well deserved pat on the back for taking a positive step towards advocating for your location!

Be sure to send your politician a thank you note for visiting. A thank you template is included for you to use.

We're here to help! Questions? Ask! Advocacy benefits all of us, let's work together to get the message out. We can be reached at 902-423-4677

Email and postcard invite template to politician/community leader.

Dear [Mr./Mrs./Ms. (full name), MP, MLA, Mayor, or other appropriate title],

[Museum name here] is inviting you to visit us this summer [or fall]!

Our museum is an essential part of our community, and we need your support to continue to provide valuable cultural experiences to our residents and tourists.

By visiting our museum, you'll see firsthand the impact we have on education, community wellness, tourism, and economic development. Your support and funding play a critical role in making Nova Scotia museums prosperous, sustainable and important resources in the community.

Please let us know when we can schedule a visit for you. We look forward to showing you the many treasures our museum has to offer.

Sincerely,

[Your name and title]

[Phone number and/or email address]

[Link to your museum's website]

[Social media]

Letter asking for a stakeholder meeting.

Dear [Mr./Mrs./Ms. (full name), MP, MLA, Mayor, or other appropriate title],

We at [Museum name here] are some of the many knowledge keepers, educators, and researchers who excel at providing safe, entertaining, and educational content to Nova Scotians and visitors alike. We are committed to providing world-class experiences to visitors from all walks of life and sharing the rich cultural, historical, and scientific wonders that Nova Scotia has to offer to humanity. **We respectfully request a meeting with you at your earliest availability to introduce ourselves and discuss the importance of museums in creating healthy communities and stronger economies.**

We are a dedicated and passionate group of subject matter experts when it comes to the culture, science, and history that help make Nova Scotia the amazing province it is. We welcome your ideas, efforts, and commitment to helping us achieve our goals of providing education, inspiration, and community well-being to our citizens, neighbours, and visitors.

Sincerely,

[Your name and title]

[Phone number and/or email address]

[Link to your museum's website]

[Social media]

Package contents to give politicians: Note and Fact Sheets

Letter 1: Federal - MP

Thanks for supporting us!

As you know, museums play a vital role in preserving Canada's diverse cultural heritage, while providing job opportunities, tourism dollars, and social well-being, especially for seniors and older adults. Your commitment to supporting museums like ours, with funding and other resources, makes it possible for us to continue creating engaging exhibits and programs for Canadians and visitors alike.

Please, take a look at some of the fact sheets that we have provided for you to review from the *Reconsidering Museums'* project.

Reconsidering Museums is a national project that set out to answer the question, what do museums mean to Canadians? Through an engagement campaign that included a nationwide survey and public opinion polls, *Reconsidering Museums* provides timely data-driven insights on the importance of museums. The results affirm that museums are trusted and valuable public institutions that contribute to the wellbeing and vitality of our diverse communities (reconsideringmuseums.ca, for more information).

We have included three fact sheets from the *Reconsidering Museums* project, for you to review and we would be happy to answer any questions you may have about them.

Sincerely,

[Your name and title]

[Phone number and/or email address]

[Website link]

[Social media]

Letter 2: Provincial - MLA

Thanks for supporting us!

As you know, museums play a vital role in preserving our shared cultural heritage. They also address many concerns such as recruiting and retaining people in rural Nova Scotia, contributing to economic drivers, especially in the tourism industry and providing mental and public health benefits, such as recreation spaces and walking trails. Your commitment to supporting museums like ours, with funding and other resources, makes it possible for us to continue creating engaging and diverse exhibits, safe spaces, and programming for all ages.

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We have included three fact sheets from the *Reconsidering Museums* project, for you to review and we would be happy to answer any questions you may have about them.

Sincerely,
[Your name and title]
[Phone number and/or email address]
[Website link]
[Social media]

Letter 3: Municipal - Mayor or Counsellors

Thanks for supporting us!

As you know, museums play a vital role in preserving our local cultural heritage. They are also accessible places that provide public health benefits, such as recreation spaces, walking trails and volunteer opportunities, as well as educational hubs for schools, clubs, and locals and visitors alike. Your commitment to supporting museums like ours, with funding and other resources, makes it possible for us to continue creating engaging and diverse exhibits, safe spaces, and programming for all ages.

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We have included three fact sheets from the *Reconsidering Museums* project, for you to review and we would be happy to answer any questions you may have about them.

Sincerely,
[Your name and title]
[Phone number and/or email address]

[Website link]

[Social media]

Thank you note to be sent after their visit:

[Mr./Mrs./Ms. (full name), MP/MLA, Mayor, or other appropriate title], thank you!

On behalf of [Museum Name], I would like to express our sincere gratitude for taking the time to visit us on [insert date here]. Your visit has been a great encouragement to us and the community we serve.

We hope you have had a chance to look at the provided *Reconsidering Museums* Fact Sheets or have had the chance to visit, reconsideringmuseums.ca, which I am resending now for easy reference. If you have any questions, we would be happy to answer them.

Once again, thank you for your visit. We hope to continue working with you to make the future of Nova Scotia museums a bright one.

Sincerely,

[Your name and title]

[Phone number and/or email address]

[Website link]

[Social media]