



Introduction to Museums for All



Introduction

What is Museums for All?

- A cooperative initiative between the Institute of Museum and Library Services, and the Association of Children's Museums
- A unified way to increase access to high quality museum experiences for low-income families
- Being piloted in children's museums, but eventually open to all museums that want to participate

Who's Who

- Chris Reich, Senior Advisor, Office of Museum Services, IMLS
- Brendan Cartwright, Program Manager, Special Initiatives, ACM
- Jane Werner, Executive Director, Children's Museum of Pittsburgh
- Charlayne Murrell-Smith, Vice-President, External Relations & Corporate Development, Boston Children's Museum
- Kacy Hughes, Senior Manager of Community Engagement, Boston Children's Museum
- Sasha Karlova, Visitor Experience Manager/Arts Educator, Zimmer Children's Museum

Guidelines for Museums for All

- Upon the display of an Electronic Benefits Transfer (EBT) card, the individual or group of at least four will get the Museums for All admissions discount
- Museums for All price must be between \$0.00 and \$3.00 per person
 - Each museum can choose what admission price, if any, to offer
 - Museums for All discount is only applicable to general admission. All visitors would be charged full “add-on” prices, unless otherwise offered

Why Museums for All?

- Makes museums more accessible to all members of the community
- Expands outreach opportunities
- A chance to frame the outreach as an invitation, rather than a charitable event
- Discount is offered at all hours, every day, giving visitors the agency to plan their museum visits for times that work best for them
- Joins unified national initiative, with free access to collateral, branding, and potential national partners
- This initiative is growing and expanding over time – more museums means more momentum!

How to Register for Museums for All

- Visit www.Museums4All.org, or send email to Info@Museums4All.org
- Quarterly reporting of attendance numbers for this program
- Free to register!



Children's Museum of Pittsburgh's Experience

Children's Museum of Pittsburgh's mission is to provide innovative museum experiences which foster joy, creativity and curiosity.



Access

4 free days per year

Reduced admission for
schools with 50% free or
reduced lunch

Tickets for Kids

Family memberships to
CMP HeadStart Families

NAEYC members free
admission

EBT program



EBT Program



Over 10 years old

Annually, over 15,000
visitors take part
(increase every year)

Includes both Green and
Yellow EBT holders

Started at \$1 admission,
increased to \$2 in 2014

Funding Sources

Foundations

Great Friend of Families
Fund (individual donors)
created for this program

Corporate Foundations

County

General Operating



Getting the Word Out

Partnership between
County's Children Youth
and Family's Services,
Family Support Centers
and HeadStart
Website

Flyers in public spaces
including libraries,
churches, etc...





Boston Children's Museum's Experience

Boston Children's Museum Mission

Boston Children's Museum engages children and families in joyful discovery experiences that instill an appreciation of our world, develop foundational skills, and spark a lifelong love of learning.

Why did you decide to offer an access program like Museums for All?

- To expand options and improve access for families
- Securing staff & leadership support was imperative
- Ongoing engagement of key state agencies administering EBT is an asset





How did Museums for All differ from your previous accessibility program?

Museums for All offers:

- Flexibility, sensitivity, inclusiveness

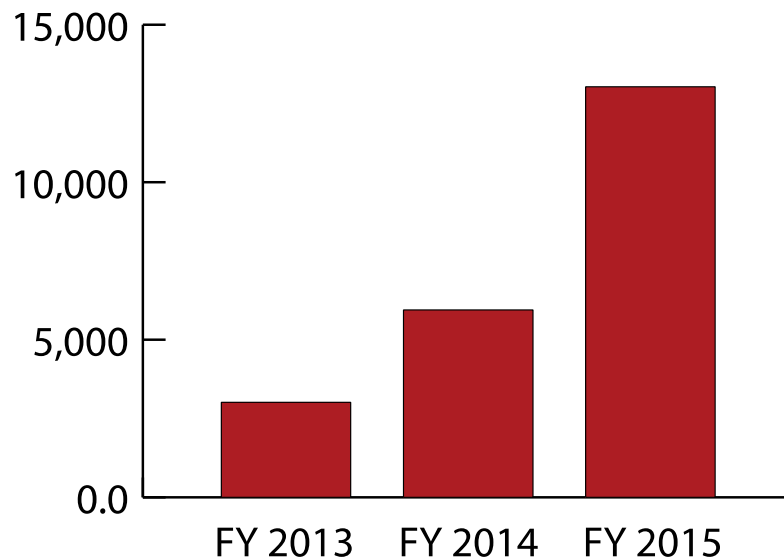
Current programs include:

- Target \$1 Friday Nights – not convenient for everyone, requires some advance planning
- Library Passes – cost barrier, requires advance planning

Lessons learned:

- Free passes have a low return rate, memberships not always culturally relevant

- August 2012 — BCM launched first EBT Access Program in MA supported by The Boston Foundation
- FY 2014 & 2015 — BCM EBT Access Program supported by the Highland Street Foundation
- EBT visits have doubled each year





In what ways have you made Museums for All an invitation to your museum, rather than positioned it as charity?

- 40+ year history of maximizing accessibility through a variety of admission programs
- Surveyed comfort of EBT card holders
- Trained cashiers and staff
- Encouraged word of mouth promotion & publicity



Zimmer Children's Museum's Experience



MISSION

The Zimmer Children's Museum's mission is to make a better society through interactive learning, creative self-expression and art experiences for children and families. We are dedicated to teaching people about the BIG IDEAS of global citizenship, community responsibility, and cultural sensitivity.



MISSION, cont'd

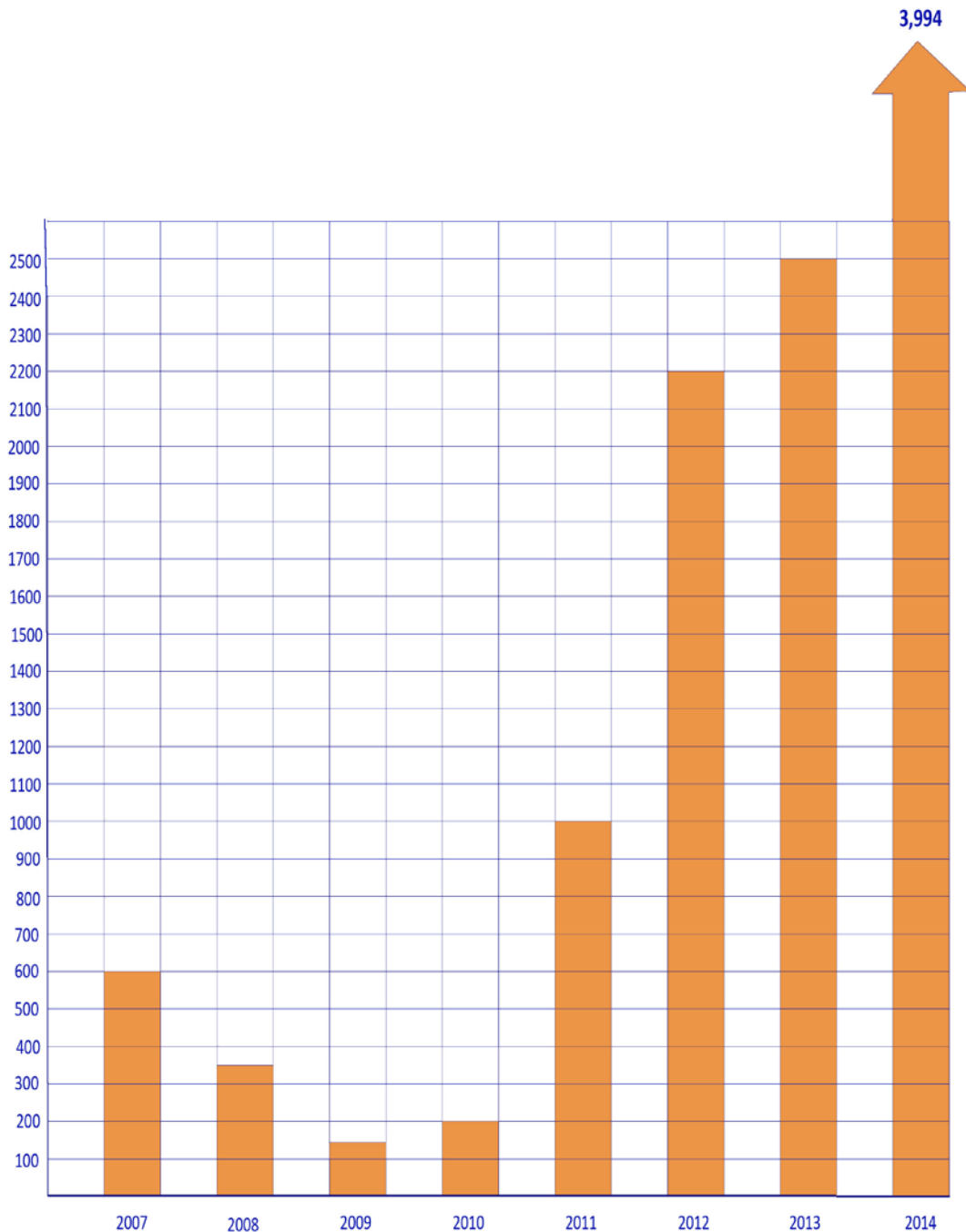
Through the power of play, children will learn about human values such as respect for others, helping those in need, generosity, and creativity.



HOW ACCESS STARTED

- The Zimmer has always had an access philosophy.
- In 2005, began free EBT admission.
- In 2011, formally launched **We All Play Access Initiative**.

EBT Admission 2007 - 2014



“With EBT cardholder free admission, you provide a safe place to bring our kids to play. Thank you.”

-Veronica R.,
parent

BENEFITS OF FREE ADMISSION

- Raise admission numbers
- Leverage for funding
- Aligns with mission





zimmer children's museum
Playing our Way to a Better World

IMPLEMENTING

- Staff training
- Signage
- Partnerships
- Programming





Next steps

Register Today!

- Visit www.Museums4All.org, or email Info@Museums4All.org
- Read the Frequently Asked Questions
- Check the Toolkit for training suggestions, downloadable collateral, and more helpful hints about how to leverage Museums for All to come!
- Find participating museums, and share their experiences

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