

90 DAYS OF ACTION CAMPAIGN: TALKING POINTS

Three Key Messages

- [MUSEUM] is participating in *90 Days of Action*, a nationwide campaign by the Association of Children's Museums (ACM) showcasing the important role children's museums play in welcoming immigrant and refugee children and families to our communities.
- Using the hashtag #WorldTheyDeserve, we will be sharing stories onsite and via the web and social media about ways the organization is reaching immigrant and refugee populations in [CITY].
- [MUSEUM] engages with immigrant and refugee communities in many ways, including by [INSERT SENTENCE HIGHLIGHTING OUTREACH PROGRAMS/WORK].
- Learn more at [MUSEUM WEB].

Supporting Messages:

- Last year, [MUSEUM] served [NUMBER] of children, including providing free or reduced entrance to [NUMBER].
- ACM member research reveals that a majority currently implement outreach strategies specifically to reach immigrant and/or refugee populations in their community. More than 75 percent reported considering new opportunities to serve immigrants and/or refugee populations.
- Nationally, the campaign includes a variety of elements including a social media push, a survey of its members to learn more about current and planned programs to serve immigrant and refugee children and families, and resources to help members communicate about their efforts at the local level.
- Running through May 8, the #WorldTheyDeserve hashtag is serving as the tagline for the nationwide campaign, enabling the sharing of stories, photos, videos, and information about the cultural education and engagement efforts of ACM's 400 member museums, which includes [MUSEUM].
- ACM member museums serve 31 million children and families annually.
- Research shows that socially diverse groups are more innovative, reports *Scientific American*.
- Children's museums are a partner in closing the achievement gap.