Kids at Heart:
Millennial Engagement in Children’s Museums

Association of Children’s Museums InterActivity 2017
Gina Evans + Sarah Spiegel, Children’s Museum of Pittsburgh
Thursday, May 4, 2017
CHILD-LIKE without being CHILD-ISH
ONE-MINUTE PORTRAITS!
CAT ON YER HEAD!
Who are Millennials?

• Born between 1980—2000
• 75.4 million millennials in the U.S.
• $300 billion annual spending
• Will make up 50% of the workforce by 2020
Millennials and Causes

• Generous and cause-focused
• Likely to be involved with more than one cause at once
• Demand transparency and want to see impact
• Consider time, talent and treasure to be equal
• Look for unique experiences that create value
People are People are People are People…
Children’s Museums are a resource for the entire community.
Museum Ambassador Program
Museum Ambassadors are...

- 52 Members
- 76% Female
- 24% Male
- Average Age: 30
- 21% parents
- 5 couples
64%
25%
6%
5%
Organizational Structure

Executive Leadership Team of 10

Five subcommittees:
- Event Planning
- Community Outreach
- Development
- Marketing and Communications
- Social and Professional Development
Ambassador Annual Dues and Benefits:

Members at all levels are invited to exclusive happy hours, exhibit openings and art events throughout the year. All members will be subscribed to the Children’s Museum e-newsletter.

$75 individual membership/$115 couple membership

- 4 free admission passes to the Children’s Museum
- 10% discount on family membership
- 10% discount on Museum store purchases
- Discounts on MAKEnight (21+) events - $15 tickets in advance and at the door
- 2 passes to the Artist Talk Series
- 2 one-day passes to Maker Faire Pittsburgh (with 2 tickets to Maker Mash)

$150 individual membership/$225 couple membership

- 8 free admission passes to the Children’s Museum
- 15% discount on family membership
- 10% discount on Museum store purchases
- Discounts on MAKEnight (21+) events - $15 tickets in advance and at the door
- 2 passes to the Artist Talk Series
- 4 one-day passes to Maker Faire Pittsburgh (with 4 tickets to Maker Mash)

$225 individual membership/$350 couple membership

- 12 free admission passes to the Children’s Museum
- 20% discount on family membership
- 10% discount on Museum store purchases
- Discounts on MAKEnight (21+) events - $15 tickets in advance and at the door
- 2 passes to the Artist Talk Series
- 8 one-day passes to Maker Faire Pittsburgh (with 8 tickets to Maker Mash)

Visit [www.pittsburghkids.org/donate](http://www.pittsburghkids.org/donate) to sign up. For more information, or to set up a monthly payment plan for your dues, please contact Sarah Spiegel at ssiegel@pittsburghkids.org or 412.586.6038.

*The Ambassadors are sponsored in part by City of Play, Yelp Pittsburgh, Faros Properties and the Steel City Grammars.*
Museum Ambassadors Statement of Commitment

The Children’s Museum of Pittsburgh Ambassador program is a group of diverse professionals, artists, educators and entrepreneurs who share their time, talent and treasure in support of the arts and children in our community. Its mission is to engage a young adult audience to raise funds, awareness and opportunities that further the mission of the Children’s Museum. Ambassador activities include, but are not limited to, implementing social media strategies, planning cultivation events and organizing volunteer initiatives at the Museum and throughout the community that represent the Museum.

As a member of the Museum Ambassadors, I will:

- Have knowledge of and enthusiastically support the mission of the Children’s Museum;
- Understand the Museum’s programming and activities in order to serve as an informed representative;
- Make every effort to attend three, hour-long general body meetings annually and one strategic planning session in the spring;
- Attend the annual Never Grow Up fundraiser event and commit to recruiting at least two additional paid ticket buyers to attend;
- Participate in one appropriate committee and meet with the committee outside of the general body meeting times, if necessary;
- Support the Museum with a yearly financial contribution at one of the Ambassador membership levels;
- Lead recruitment efforts by inviting friends, family and colleagues to Ambassador events and MAKEnights;
- Agree to terms of commitment on a yearly basis.

I hereby indicate my acceptance and agree to this statement of commitment.

Signature: ___________________________ Date: ___________________________
AN ORGANIZATION OF PROFESSIONALS, ARTISTS, EDUCATORS AND ENTREPRENEURS, WHO SHARE THEIR TIME AND TALENTS TO SUPPORT THE CHILDREN’S MUSEUM OF PITTSBURGH. WE ARE AN ALLY OF THE ARTS AND CHILDREN IN OUR COMMUNITY. WE ARE KIDS AT HEART.
Some of our Ambassadors are currently at the Museum creating a rainbow assortment of 75+ tissue-wrapped bottles for the wine pull. For a $25 donation to the Museum at #NeverGrowUpPGH you'll receive a boozy mystery bottle. Values of the items range from 99¢ to $60!

Ahh, the 90s. Who remembers this commercial? Hint: If you love this game, you'll LOVE what City of Play has in store for Never Grow Up next weekend.

https://goo.gl/WUVKFJ

Hungry Hungry Hippos (1994)

This was recorded off Nickelodeon on November 27, 1994. This is one that has stood the test of time. This one's still around, albeit in slightly modified form.

378 people reached

Like Comment Share

Vicky Guscoff, Grana Bear and 3 others

1 share
MEET US TOMORROW
for our 1st annual gathering
of the 2016-2017
calendar year!

PLEASE...
ONE WAY DOWN
THE SLIDE

pgbbigkids
Children’s Museum of PL...

27 likes

27w

pgbbigkids Calling all kids at heart!
Come meet our group of professionals/artists/educators/entrepreneurs tomorrow from 6-7:30pm at the Museum. We're kicking off our 2nd year of @pgbbigkids and looking for new friends. We hope to see you there! (Follow the link in our bio for more details and to register.)

Log in to like or comment.

pgbbigkids
Children’s Museum of PL...

35 likes

26w

pgbbigkids Making decorations for next week's Sensory Friendly Halloween event at the Museum. How about these tombstones? 😍 #nevergrownpgh #pgkids

sspieg LOVE this! 😍

ginafocaretaevans This is awesome 😍

Log in to like or comment.

pgbbigkids
Children’s Museum of PL...

124 views

46w

pgbbigkids UUGAMUGGA to our GR-ific volunteers! #GreatNightGala

Log in to like or comment.
Recruitment Techniques

• Board connections
• Corporate supporters
• Existing member networks
• Partner organizations
• Social Media
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1. Think big, act small
2. Hand-written thank-yous
3. Thank them in front of their boss
4. Share everything
5. Be understanding (but stay in touch)
Survey Feedback

• “The largest strength of the program is that it shows the community that the museum is for all ages, and not just those who have young children.”
• “Fresh ideas to appeal to a younger generation of people, so that when that younger generation has children of its own, they’ll think first of the Children's Museum.”
• “It is a great way for young adults to get involved in the needs of its community and dedicate their resources - time, money, skills for the Museum's needs.”
• “As an adult without children - I really value the diversity in the group - and the fact that the Ambassadors are interested in being philanthropic in a way that is fun for grownups.”

https://www.surveymonkey.com/r/X8FSD9R
 Survey Feedback (cont’d.)

• “At this stage in Ambassador's careers, they are excelling, and moving around to try and find the best career fit. Sometimes it's hard to have them prioritize a volunteer group over their own career. I think making the Ambassadors view their involvement as PART of their career, as opposed to ancillary to. I think the group should be reinforced to use it as a tool for development aside their peers. **Invite each other to corporate or nonprofit events that one of the other Ambassador's is hosting. Expand beyond Children's Museum only activities.** I know this year we tried hosting happy hours outside of the Museum. I think that is a good first step.”

• “I have a hard time making it to meetings and events because I travel a lot for work and work long hours when I am in the office. Despite this, the Museum Ambassadors continues to keep me and my fiancée included in emails and up to date on meetings and events. **I really appreciate this as it makes us feel included even when we’re not as involved as we would like to be.”**
Challenges

• Involvement fluctuates
• Lack of diversity
• Light attendance at meetings
• Too big, too fast
• Limited involvement with board and staff
Q&A
TURTLE WUSHU!
Resources

Website: PittsburghKids.org/Support/KidsAtHeart
Facebook + Instagram: @pghbigkids

Millennial Impact Reports: www.themillennialimpact.com

City of Play: www.cityofplay.org
Ludocity: www.ludocity.org
Thank you!

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