The Organization: A local fast food restaurant

The Mission: NA

The Ask: The restaurant would like to partner with your museum to recognize one child each month for making a positive impact on the community. The child would receive a free meal at the restaurant, their photo on the restaurant wall and tickets to your museum.

The Details: The restaurant is a family-owned institution and quick stop for burgers, fries and shakes. They would acknowledge the winner on their Facebook page and thank your museum for the donation of tickets. They have 5k followers, your museum has 8.5k.

Consider:
1. Mission alignment
2. Costs/benefits to the museum and its guests
3. Expansion of reach

How do you respond?
The Organization: The zoo

The Mission: To foster connections between humans and wildlife, and provide educational experiences to encourage respect for the natural world.

The Ask: The zoo’s social media manager emailed to ask your museum to do a ticket giveaway this week on Facebook to help promote their new baby elephant. They have promised a future post in return.

The Details: The zoo is located 5 miles from your museum and caters to the same target market. Your museum has 20k Facebook followers, the zoo has 35k. Your museum has its biggest fundraising event of the year in two weeks, and your social media calendar is full. You would have to bump 1 of your 3 planned posts that would promote event ticket sales. Ticket sales are at 80%.

Consider:
1. Mission alignment
2. Costs/benefits to the museum and its guests
3. Expansion of reach

How do you respond?
The Organization: A local event center

The Mission: NA

The Ask: The event center is hosting a monster truck show. They’d like help spreading the word and their target is young families. They have asked your organization to be a part of a scavenger hunt that is taking place at different locations throughout the community. They would provide a stamp to mark maps, a stack of maps to hand out and posters. At the final location (the event center), the participants will be entered to win a prize.

The Details: The event center is located in the same town as your museum and hosts an array of events including concerts, trade shows, sporting events and weddings. The scavenger hunt will be promoted on the event center’s Facebook page (50k followers to your museum’s 20k) 4-6 times over the two weeks prior to the show, and your organization will be tagged as a participant.

Consider:
1. Mission alignment
2. Costs/benefits to the museum and its guests
3. Expansion of reach

How do you respond?