



FY 2017 Annual Report

October 1, 2016-September 30, 2017



Board of Directors Executive Committee

PRESIDENT

Jennifer Farrington, *President & CEO, Chicago Children's Museum (IL)*

VICE PRESIDENT - GOVERNANCE

Joe Hastings, *Executive Director, Explora Science Center and Children's Museum (Albuquerque, NM)*

VICE PRESIDENTS - INITIATIVES

Tanya Durand, *Executive Director, Children's Museum of Tacoma (WA)*

Leslie Bushara, *Deputy Director, Education and Guest Services, Children's Museum of Manhattan (NY)*

TREASURER/PRESIDENT ELECT

Michael Yankovich, *President & CEO, Children's Museum of Denver at Marsico Campus (CO)*

SECRETARY

Susan Garrard, *President and CEO, Mississippi Children's Museum (Jackson)*

PAST PRESIDENT

Marilee Jennings, *Executive Director, Children's Discovery Museum of San Jose (CA)*

At-Large Board Members

Brenda Baker, *Director of Exhibits, Madison Children's Museum (WI)*

Putter Bert, *President and CEO, KidsQuest Children's Museum (Bellevue, WA)*

Joseph Cox, *President and CEO, Museum of Discovery and Science (Fort Lauderdale, FL)*

Michael Luria, *Executive Director, Children's Museum Tucson/Oro Valley (AZ)*

Juan Carlos Novoa, *Executive Director, Museo Tin Marín (San Salvador, El Salvador)*

Mort Sajadian, PhD, *Executive Director, Amazement Square (Lynchburg, VA)*

Stephanie Terry, *Executive Director, Louis J. Koch Family Children's Museum of Evansville (IN)*

Tifferney White, *Chief Learning Officer, Discovery Place (Charlotte, NC)*

Catherine Wilson Horne, *President and CEO, Discovery Place (Charlotte, NC)*

Adam Woodworth, *Executive Director, The Children's Museum in Oak Lawn (IL)*

Staff

Laura Huerta Migus, *Executive Director*

Victoria Garvin, *Senior Director, Professional Development*

Jeannette K. Thomas, *Senior Director, Development & Advocacy*

Stephanie Yang, *Director, Finance & Administration*

Jen Rehkamp, *Director, Field Services*

Alison Howard, *Director, Communications*

Brendan Cartwright, *Program Manager, Special Initiatives*

Sharon Chiat, CMP, *Manager, Professional Development*

Dana Weinstein, *Manager, Development and Initiatives*

Keila Rone, *Manager, Membership*

Elizabeth Mersereau, *Office Manager*

Mary Maher, *Editor, Hand to Hand*

Message from the Executive Director

2017 marks my third year as Executive Director of the Association of Children's Museums (ACM). I feel especially lucky to have come onboard as the Association's second executive director, as both ACM and the field enter a new phase of development.

We're hitting a new stride, and this is reflected in ACM's new Strategic Roadmap, adopted by the ACM Board of Directors at the start of FY 2017 in October 2016. All of the Association's work is guided by our mission to champion children's museums worldwide, and our vision of a world that honors all children and respects the diverse ways in which they learn and develop.

Part of this work is acknowledging the maturation of our field. The first children's museum opened in 1899, but the field experienced a rapid era of growth between 1995 and 2005, spurred by a changing economy and social norms. In order to best understand our past to move forward, ACM secured a National Endowment for the Humanities grant to host the History & Culture Summit, bringing together leaders in the field during this period. This project resulted in a special double issue of *Hand to Hand*.

This maturation is also reflected in ACM's latest research initiatives. In 2017, we partnered with NewKnowledge to launch the ACM Trends Reports, which draw from a decade of member data to tell new stories about the field. The first volume contained twelve reports, and there are more to come. Also this year, the Children's Museum Research Network completed its second research study and welcomed five new museum participants, joining the first cohort of ten museums.

ACM is also working to leverage the unique character of our community, which is full of do-gooders dedicated to helping children and families thrive. Our community came together to support the ACM Disaster Relief Fund, which supported staff at museums affected by natural disasters. Between February and May, ACM shared our members' efforts to support immigrant and refugee communities through 90 Days of Action. We also support our global community through our work with the Central American Children's Museums Network and Hands On! International.

I'm so proud to represent ACM, and our community. I'm excited to see how our field develops in the next three years—and beyond—and to share ACM's work with our community.

Sincerely,



Laura Huerta Migus
Executive Director, Association of Children's Museums



Children play in *Hello from Japan!*, one of five traveling exhibits in the Asian Culture Exhibit Series, at the Children's Museum of Manhattan.

Who We Are and What We Do

About ACM

Since its founding in 1962, the Association of Children's Museums (ACM) has become the world's foremost professional member-services organization for the children's museum field. With more than 400 members in 48 states and 20 countries, we leverage the collective knowledge and experience of children's museums through a host of meetings, publications, and creative exchanges, both in person and online.

Our Mission

ACM champions children's museums worldwide.

Our Vision

A world that honors all children and respects the diverse ways in which they learn and develop.



The children's
museum field
serves more than
40 million visitors
every year.

Why We Do What We Do

We believe children's museums are unique community institutions where...

- Children are valued citizens with the right to developmentally-appropriate and high-quality learning experiences.
- Play is learning, and it is critical to the healthy social, emotional, and cognitive development of children.
- Family, culture, environment, and society are recognized as critical factors in all children's lives to serve them effectively.
- Pursuing equity and inclusion is a best-practice that reflects a commitment to serving all children and families and advancing the growth of our field.

Our Core Values

- **Membership and Community:** Our primary focus is working with and on behalf of our membership. All activities are in service to the enrichment, expansion, and advancement of this community.
- **Leadership and Innovation:** We pay close attention to emerging trends and opportunities for advancing and elevating the field through risk-taking, while being accountable to our mission and fiscal responsibilities.
- **Collaboration:** We implement our work through partnership and dialogue with our members and other stakeholders to ensure equitable and inclusive processes and effective outcomes.

2017 InterActivity Fashion Show Awards

Presenting the
Outstanding Achievement in Fashion Award

Children's Museum of Phoenix

Staff from the Children's Museum of Phoenix walk the runway at the Children's Museum Fashion Show at InterActivity 2017



Accomplishments

Implementing Our New Strategic Roadmap

After a year-long effort gathering feedback from the field at large, the board kicked off FY 2017 with the approval of ACM's new Strategic Roadmap in October 2016. The Roadmap outlines ACM's strategic priorities, anchored by new vision and mission statements:

Our Vision: A world that honors all children and respects the diverse ways in which they learn and develop.

Our Mission: ACM champions children's museums worldwide.

2018 and Beyond: The new Strategic Roadmap continues to inform all of ACM's planning and activities, as seen in the annual budgeting process as well as new initiatives from the ACM Board of Directors.

Responding Rapidly

Guided by our new Strategic Roadmap, ACM worked to respond nimbly to current events affecting our field.

- In February 2017, ACM launched the 90 Days of Action social media campaign, to highlight the work children's museums do to serve immigrant and refugee families, in direct response to current events.
- ACM established the ACM Disaster Relief Fund in August 2017 (originally called the ACM Harvey Relief Fund) to assist the staff and families of our members affected by Hurricanes Harvey and Irma in Texas and Florida, and wildfires in California.

The children's museum field donated more than \$9,000 to our disaster relief efforts. ACM matched the first \$5,000, bringing our total raised to more than \$14,000. In November 2017, these funds were disbursed to five of our member museums affected by recent events: Miami Children's Museum (FL), Golisano Children's Museum of Naples (FL), Beaumont Children's Museum (TX), Children's Museum of Houston (TX), The Woodlands Children's Museum (TX), and the Children's Museum of Sonoma County (CA).

2018 and Beyond: ACM will continue to identify areas of need among our membership and respond appropriately.

Improving Organizational Infrastructure

In 2015, ACM received a \$180,000 capacity-building grant from Trustees' Philanthropy Fund of Fidelity Charitable to update our technological infrastructure. This funding helped initiate ACM's upgrade to a new customer relationship management database (CRM), completed in September 2017 after more than a year of testing and implementation. This CRM upgrade gives ACM members more control over the data ACM has, both freeing up ACM staff time for other projects and increasing security and engagement for our members.

2018 and Beyond: In September 2017, ACM signed a new lease for its offices, allowing ACM to relocate to a larger space in June 2018.

Expanding Our Reach

Throughout 2017, ACM pursued key areas of growth within new-to-us markets, both for our membership and business development interests.

- In May 2017, Laura Huerta Migus spoke at the 2017 NYC Museum Educators Roundtable (NYCMER) Conference keynote, in conversation with the National Museum of American History's Amy Bartow-Melia, moderated by Google's Esther Jeong.
- In July, Laura Huerta Migus traveled to Managua, Nicaragua for the Aprendo Jugando Forum, organized by the Central American Children's Museums Network. The forum convened leaders throughout Central America to discuss creating a children's museum in Nicaragua.
- In September 2017, Laura Huerta Migus presented "Opening Doors, Opening Minds," at the Western Museums Association's Annual Meeting, sharing lessons learned from ACM's 90 Days of Action Initiative.
- Also in September 2017, Laura Huerta Migus presented "Children's Museums: Beyond Four Walls," at the Power of Play Lunch to benefit the Children's Museum of Tacoma, sharing the four pillars of children's museums.

2018 and Beyond: In December 2017, Laura Huerta Migus attended the "Why do we need children's museums?" meeting held in Warsaw, Poland, to support the opening of a children's museum there. Representatives from five ACM member museums also presented at this meeting, providing a blueprint for how ACM can host similar meetings to support developing children's museums globally. In 2018, ACM leadership will continue to share knowledge through keynote addresses, workshops, conferences, and more, sharing our field's message with the world.

Supporting Partnerships and Advocacy

- In 2017, ACM continued its support of the American Alliance of Museum's Advocacy Day program for the eighth year. With 380 participants, this was a record-breaking year for the program. Approximately fifteen ACM members attended the summit on February 29, 2017. Laura Huerta Migus made remarks at the Congressional Breakfast. In addition, Sen. Thad Cochran (R-MS) named ACM member Lynn Meadows Discovery Center in his remarks.
- In FY 2017, ACM sent eight Advocacy Alerts to CEOs and Executive Directors in our museum member community, and also led a webinar about "Advocating on Issues That Matter to Children's Museums." These resources represented research and next steps valuable to museum leadership as they advocated for their institutions at the state and national levels.
- Following the InterActivity 2017 conference in Pasadena, ACM convened the Children's Museum History and Culture Summit, a project made possible from a grant by the National Endowment of the Humanities. The summit brought together key figures who witnessed and helped fuel the field's intense period of growth between 1995 and 2005. The conversations held during this summit provided the basis for the Summer/Fall 2017 double issue of *Hand to Hand*.
- In June and July 2017, ACM partnered with Genius of Play to promote visiting children's museums and the importance of play. The partnership included a Genius of Play sweepstakes for a free family visit to any children's museum in the U.S. The winning family visited the Children's Museum of Atlanta.
- The pilot phase of the Cultural Competence Learning Institute (CCLI) ended in October 2017. The program is now entering its second phase, made possible by a National Leadership Grant from the Institute of

Museum and Library Services awarded in September 2017. Launched in September 2012, CCLI is both a process and set of resources designed to help museums increase their organizational capacity around diversity and culture, led by the Children's Discovery Museum of San Jose in cooperation with ACM, the Association of Science-Technology Centers (ASTC), and Garibay Group.

2018 and Beyond: Representatives from twelve ACM member organizations attended Museums Advocacy Day in February 2018. The second phase of CCLI (October 2017-September 2020) will open up the program to all museum types, with the goal of reaching an additional eighteen museums. ACM also hosted a CCLI meeting in Washington, DC, in March 2018. ACM is continuing its pursuit of partnerships that offer a win-win for our member institutions, such as an upcoming project with the Bezos Family Foundation's Vroom initiative.

Engaging Members

- Staff from twenty-eight ACM member museums contributed pieces to ACM's quarterly journal, *Hand to Hand*, throughout 2017. The journal has been in publication since 1987. The issues released included:
 - The Maker Movement (Summer 2016)
 - Social Justice (Fall 2016)
 - The Uses of Digital Technology in Children's Museums (Winter 2016/2017)
 - Children's Museums Go Outside (Spring 2017)
- E-Forum is shared with an average 2,800 staff members from our member institutions each month. The e-blast contains information about grant opportunities, job postings, exhibit rentals, and advocacy opportunities, as well as shares media coverage of our member museums.
- In February 2017, ACM launched its first-ever blog, The Run Around, at www.ChildrensMuseums.blog.



ACM has more
than 400 members
in 48 states and
20 countries

The blog has featured guest posts by Rodadora and the Children's Museum of Brownsville.

- In a move toward transparent and representative leadership, ACM updated its Nominations and Elections Procedures for the ACM Board of Directors in February 2016. The effects of these procedures was seen in full with the new Board slate that began its term in FY 2017, at the October 2016 board meeting. These standards help ACM honor its commitment to field diversity, and its current board represents the full geographic and size variety within the field.

2018 and Beyond: ACM staff are continuing to update ACM member materials to increase benefits use across our entire membership. ACM is also developing new tools and resources for our members. In October 2017, ACM launched its public-facing website, www.FindaChildrensMuseum.org.

Expanding Professional Development

- **InterActivity:** More than 900 children's museum leaders, staff, and stakeholders from fourteen countries attended InterActivity 2017: *Fun Is Serious Business*. Hosted by Kidspace Children's Museum, the conference was held in Pasadena, CA, from May 2-5, 2017. InterActivity 2017 featured:

- Fifty-nine concurrent professional development sessions on subjects across seven content streams: Bottom Line, Communications, Critical Issues, Environment & Design, Fun Is Serious Business, Learning, and People. Attendees rated the overall quality of sessions a 4.7 out of 5!
 - The ACM MarketPlace welcomed more than seventy-six exhibitors supporting the children’s museum field.
 - Countries represented included the U.S., Japan, Bulgaria, Ireland, the United Kingdom, Mexico, Korea, China, Canada, South Africa, Australia, Austria, Hong Kong, and Singapore.
 - Eighteen museums participated in the Museum Open House Program, offering free admission during InterActivity 2017 to conference attendees. Three area museums, two preschools, and NASA’s Jet Propulsion Laboratory offered Study Tours.
 - The Junior League was honored with the 2017 ACM Great Friend to Kids Award for its role in starting children’s museums around the world. The award was accepted on The Junior League’s behalf by Susan Danish, Executive Director of The Association of Junior Leagues International, Inc.
 - Other programming including a plenary session by Vu Le, Executive Director of Rainer Valley Corps and founder of the popular blog Nonprofit AF, as well as the return of SmallTalks 2017, a series of short talks and performances from eight Southern California luminaries, sharing inspiration and expertise.
 - Kidspace Children’s Museum provided key support in planning and executing the conference. Twenty-two representatives from ACM member museums as well as two ACM business members served on the InterActivity 2017 Program Committee, playing a key role in shaping the conference content and shepherding sessions.
 - **Webinars:** ACM offered eleven webinars on a variety of topics as a free benefit for ACM members throughout 2017. These webinars were viewed by 548 live attendees, with another 247 webinar recording viewers.
 - **Workshop:** ACM partnered with the Children’s Museum of Denver at Marsico Campus to offer our second annual in-person exhibit workshop, “Designing for Adventure,” from June 5-6. Twenty-seven participants attended. Said one participant in their evaluation, “My team will absolutely employ a model-making technique in the future. The dialogue that is opened through this process is invaluable to exhibit design.”
- 2018 and Beyond:* InterActivity 2018: *Open Source Play* was hosted by Marbles Kids Museum in Raleigh, NC, from May 15-18. ACM has already started planning our next InterActivity conference, InterActivity 2019: *FearLESS*, hosted by the Children’s Museum of Denver at Marsico Campus from May 8-11, 2019. In December 2017, ACM issued a call for host proposals from our member museums, and will decide on InterActivity locations for 2020 and beyond in 2018.
- In collaboration with Discovery Museum in Acton, MA, ACM will host its third in-person workshop, “Thinking Outside the Museum: Creating Outdoor Spaces and Experiences for All Visitors Design Workshop,” from June 25-26, 2018.

Building Knowledge

- Volume I of the ACM Trends Reports series launched in May 2017 with the release of the first six of twelve reports. Drafted in collaboration with NewKnowledge, this series draws from more than a decade of ACM member data. Notably, these reports have introduced new criteria for museum size categories, allowing for research to be tailored to reflect the challenges and successes faced by museums of different sizes. Sold in subscription set (\$100 for ACM members; \$150 for non-members) or individually, the reports provide a substantial revenue stream to augment other ACM offerings.
- 2017 marked the fifth year of The Learning Value of Children's Museum project, which builds research capacity in the children's museum field, in partnership with the University of Washington's Museology Graduate Program and with funding from the Institute of Museum and Library Services (IMLS). Now in its second phase, running from 2014-2018, the project has become a strong research-to-practice coalition as The Children's Museum Research Network (CMRN).
- In 2017, CMRN completed the Value of Play in Children's Museums study. Researchers contributed an article to *Curator, The Museum Journal* in January 2017, and published "Exploring the Learning Value of Children's Museums Through a Research Network"

on IMLS's UpNext blog in February 2017. CMRN participants also presented at InterActivity 2017, and have been contributing one article to each issue of *Hand to Hand*, to better share their findings with the field.

2018 and Beyond: CMRN is now tackling its third Research Study: "Caregivers' Understanding of Learning in Children's Museums," after conducting field research in September 2017. CMRN will publish these findings and identify future topics of study. The final six ACM Trends Reports were released in FY 2018, and a second volume is already underway. ACM is also conducting research on the Economic Impact of Children's Museums, with funding from IMLS.

Sustaining Special Initiatives

- Museums for All, a cooperative initiative between ACM and IMLS started on June 1, 2014, is a signature access program encouraging families of all backgrounds to build lifelong museum habits. Participating museums offer individual admission fees ranging from free to \$3.00 (USD) to individuals and families presenting an Electronic Benefits Transfer (EBT) card, and a valid form of photo ID.



Museums participating in the Children's Museum Research Network



Feedback collected during InterActivity 2017.

More than 707,000 people visited museums through Museums for All as of October 2017

In July 2017, Museums for All reached the significant milestone of facilitating more than 500,000 visits through the program, with 190 institutions participating.

By October 2017, 207 institutions in thirty-nine states participated Museums for All, including eighty-nine ACM member museums. Other institutions include science centers, art museums, history museums, zoos, and botanical gardens.

In January 2017, ACM convened an in-person meeting for Museums for All participants in the Chicago area, which has a high saturation of Museums for All institutions. The meeting allowed participants to share stories and expertise, as well as recruit additional Chicago institutions. At the time of the meeting, nine Chicago institutions participated. Since then, eight additional museums in the area have joined Museums for All.

• **Freeman Foundation**

Asian Culture Exhibit Series

Launched in 2014 with funding from the Freeman Foundation, this exhibit series includes five traveling exhibits produced by ACM member museums to share contemporary life in Asia with diverse audiences:

- Children of Hangzhou: Connecting with China, produced by Boston Children’s Museum
- Children’s China: Celebrating Culture, Character and Confucius, produced by The Magic House, St. Louis Children’s Museum
- Heart and Seoul: Growing Up in Korea, produced by Children’s Museum of Houston
- Hello from Japan!, produced by Children’s Museum of Manhattan
- Voyage to Vietnam: Celebrating the Tet Festival, produced by Children’s Discovery Museum of San Jose

Aprendo Jugando

Creando el camino hacia El Museo de los Niños

BCIE



Representatives from the Central American Children's Museum Network at the Aprendo Jugando Forum in Nicaragua.

At the project's midway point in November 2016, 2 million people had visited exhibits in the Asian Culture Exhibit Series—exceeding the original goal of 2 million visitors over the entire life of the tour. As of October 2017, the series had traveled to forty museums in twenty-six states, and 2.7 million visitors had attended. By the end of its run in Spring 2018, the series will have reached 50 museums in 31 states.

In 2017, ACM launched an advertising partnership with PBS Parents to promote the Freeman Exhibits in the final two years of the tour. As of September 2017, these ads have garnered nearly 700,000 web impressions.

2018 and Beyond: In 2018, the Freeman Foundation Asian Culture Exhibit Series exhibits will end their run, but many of the exhibits will find new life as traveling exhibits rented by their producing partners. In early 2018, Museums for All reached its goal of 250 museum participants and the milestone of 1 million visits facilitated. The program continues to expand and grow.

2.7 million people visited a Freeman Foundation Asian Culture Exhibit Series exhibit as of October 2017



Top: Susan Danish, Executive Director of The Association of Junior Leagues International, Inc., accepts the 2017 Great Friend to Kids Award on behalf of the Junior League

Bottom: Guests enjoy the InterActivity 2017 Evening Event at Kidspace Children's Museum



Finances

FY 2017 Supporters

ACM VISIONARY MEMBERS

Argyle Design
Blackbaud
Discount School Supply
Hands On! Studio
RedBox Workshop
Roto
Science Kinetics
Sietecolores : Ideas Interactivas
Weber Group, Inc.

MUSEUM SPONSOR MEMBERS

Boston Children's Museum
Chicago Children's Museum
Discovery Place
The Magic House, St. Louis Children's Museum

IMPACT FUND SUPPORTERS

Explora Children's Museum and Science Center
Children's Museum of Manhattan
Children's Museum of Sonoma County
Sam Dean
Elizabeth Fitzgerald
Catherine Wilson Horne
Marilee Jennings
Rhonda Kiest
Mort Sajadian, PhD
Michael Shanklin
Charlie Trautmann
Vergeront Museum Planning
Adam Woodworth

MAJOR SUPPORTERS

Freeman Foundation
Institute of Museum and Library Services

ACM DISASTER RELIEF FUND SUPPORTERS

Baylor University, Trevor Bevins, Julia Bland, Mary Braun, Akemi Chayama, Sharon Chiat, Children's Discovery Museum of San Jose, Children's Museum of Denver at Marsico Campus, Christy Costello, Sara DeAngelis, Discovery Place, Cynthia Donovan, Jennifer Farrington, Laura Foster & Aaron Goldblatt, Victoria Garvin, Kathy Gustafson Hilton, Ann Hernandez, Laura Huerta Migus, Monica Humphrey, Gretchen Jennings, Marilee Jennings, Jane Jerry, Traci Kallhoff, Mindee Kashiwagi, Rhonda Kiest, Nancy D. Kolb, Dianne Krizan, Steven Lott, Katie MacDonald, Kim Marcellino, Alicia McKenney, Christina McLoughlin, Mark Meister, Charlayne Murrell, Paul Orsell, Kathryn Owens, Segrid Pearson, Felipe Peña III, Saleem Hue Penny, Leslie Perovich, Jennifer Rehkamp, Sciencenter, Sarah Spencer, Deborah Spiegelman, Kathy Streit, Kimberly Stull, Jeannette Thomas, Maria Tinajero-Dowdle, Dana Weinstein, Jane Werner, Stacia Whitmore, Adam Woodworth, Loretta Yajima, Stephanie Yang

ADDITIONAL SUPPORT PROVIDED BY

APT Charities, Inc.
Blackbaud
Wells Fargo
Nickelodeon
Vroom
Great American Insurance Group
Payden & Rygel
Gyroscope
I220 Exhibits, Inc.
Armanino
Chapman Family Foundation
Cricket Media
Explora Science Center and Children's Museum
Haizlip Studio
Hands On! Studio
Heartland Scenic Studio
Imagination Playground
JRA
Lee H. Skolnick Architecture + Design Partnership
Lexington, a Nassal Company
MATT Construction Corporation
Miami Children's Museum
MIG | Portico
Milk & Eggs
MindSplash
Minnesota Children's Museum
National Endowment for the Humanities
PartyWorks Interactive, Inc.
Pasadena Covention & Visitors Bureau
POW! (Paul Orsell Workshop)
R. Hero
Rose Bowl Stadium
Roto
The Sibbett Group
WTTW Kids' Nature Cat
Kidspace Children's Museum
RedBox Workshop

Financial Overview

Thompson Greenspon & Co., P.C., performed the financial audit for ACM in fiscal year 2017, which ran from October 1, 2016 to September 30, 2017.

Key Performance Indicators

| KPI | FY2017 | FY2016 | Budget |
|-------------------------|-----------|-----------|-----------|
| ACM Membership | | | |
| Membership Dues | \$391,157 | \$374,446 | \$370,000 |
| Reciprocal Network Fees | \$50,670 | \$51,312 | \$51,705 |
| InterActivity | | | |
| Meeting Revenue | \$516,694 | \$537,263 | |
| MarketPlace Exhibitors | 86 | 82 | |
| Core Income | | | |
| Net Assets, End of Year | \$716,620 | | |
| Core Net Income | \$15,165 | \$28,808 | \$44,390 |

Other Important Metrics

| | FY 2017 | FY 2016 |
|-------------------------------------|---|--|
| Number of Museum Members | 285 | 296 |
| Reciprocal Network Participation | 75% | 76% |
| Number of Business Members | 73 | 75 |
| Number of InterActivity Registrants | InterActivity 2017: <i>Fun Is Serious Business</i> in Pasadena, CA 912 | InterActivity 2016: <i>Collective Impact</i> in Norwalk, CT 907 |

You're Invited to..

Make a Donation

You can donate to ACM any time through [ACM's Impact Fund](#). Your donation supports ACM programming including scholarships, InterActivity, advocacy, professional development, and data and research.

Attend InterActivity

[InterActivity](#) is ACM's annual meeting—and the world's largest convening of children's museum professionals. Mark your calendar for next year's conference, InterActivity 2019: *FearLESS*, hosted by the Children's Museum of Denver at Marsico Campus from May 8-11 in Colorado.



ACM offers a number of [membership levels](#) for both individuals and for organizations. Each level is tailored to provide benefits to meet your needs. ACM supports its more than 400 museum, business, educational organization, and individual members through leadership, advocacy, professional development, and service.

Become a Museum Member

ACM ANNUAL MUSEUM MEMBERSHIP DUES

Open Museum Categories

Dues are based on annual operating income

Level 1 (under \$250k): \$450

Level 2 (under \$500k): \$800

Level 3 (under \$1 million): \$1,050

Level 4 (under \$3 million): \$1,400

Level 5 (under \$5 million): \$1,600

Level 6 (\$5 million and over): \$1,950

Special Museum Categories

Emerging Children's Museum: \$400

International Museum: \$650

Sponsor Children's Museum: \$2,500

Individual Categories

Friends of the Field: \$100

Student: \$75

Organizational Categories

Academic/Research Institution: \$450

Questions? Ask Keila Rone, Membership Manager, at Membership@ChildrensMuseums.org.

Become a Business Member

ACM ANNUAL BUSINESS MEMBERSHIP DUES

ACM business members represent a diverse range of organizations serving the field and supporting the growth of children's museums in their communities. They gain exposure to a unique and focused audience through ACM membership while acknowledging the value of children's museums worldwide.

Business Categories

Business Visionary: \$2,500

Business Supporter: \$750

Business Associate: \$300

Questions? Ask Dana Weinstein, Development Manager, at Dana.Weinstein@ChildrensMuseums.org

Contact Us

Association of Children's Museums

2711 Jefferson Davis Highway Suite 600

Arlington, Virginia 22202-4028

Phone: 703.224.3100

Fax: 703.224.3099

Email: ACM@ChildrensMuseums.org

Twitter: [@childmuseums](https://twitter.com/childmuseums)

Facebook: [@AssociationofChildrensMuseums](https://www.facebook.com/AssociationofChildrensMuseums)

www.ChildrensMuseums.org

ASSOCIATION OF CHILDREN'S MUSEUMS



ACM is a community of museums all over the world, sharing the same vision: a world that honors all children.

We're on our way to make this vision our reality.

Let's go!

Strategic Roadmap

