



**Here are some of the top tips that we heard at the ...Love Museums advocacy workshops:**

1. Consider the interactions that individuals have with your organisation. If they only ever attend private views and other corporate events will this reinforce an idea of your museum as exclusive and elitist? This includes members of your governing body too – what do they see on their visits?
2. Invite people you want to influence along to your museum with their family and friends out of work time. A light-touch approach to hospitality will make people feel relaxed and comfortable. They will encounter your museum in its truest form – when other families/tourists/visitors are enjoying it.
3. Success breeds success. Sell a positive image of yourself and consider how to build on it. Applying for awards is a great way to get yourself noticed with third-party endorsement. People will start to notice you.
4. Don't always be the person/organisation who is complaining or only in touch when they need something – take a positive and pro-active approach.
5. Audit the communication channels already open to you – why create more work when you might be able to use your newsletters, e-bulletins, social media etc differently and more effectively. Find out what key people receive and read.
6. Don't forget to include your friends and volunteers in advocacy – they are a powerful and independent group of super-supporters. They are also keyed into their own community networks and can help to create a groundswell of support if needed. Think of other champions outside the museums sector too. A head teacher saying good things about your museum is more powerful than you saying it yourself.
7. When working with politicians, consider how your work will look politically. Will working with the support of one key politician align you too closely to a political party or group, potentially isolating others? Consider how to achieve cross-party support for what you do.
8. Prepare your elevator speech: how will you convey your advocacy messages when you find yourself in a lift with the arts minister? Always have short and snappy messages ready.
9. Museums are places of inspiration and transformation for many people – find ways to record and pass on their personal testimony.
10. Advocacy starts at home. Before you communicate externally, take time internally to set and share your key messages. The most effective organisations sing from the same hymn sheet and convey their passion in everything from the café service to board meetings.
11. Localise and personalise your messages. Think about the specific interests of your targets: which ward does this local councillor represent? Where does this opinion former live?
12. Turn up to things! Find ways to interact. Are there working groups, committees or boards you can be a part of? Groups like this are a great way to access new people and share information about your museum.