Editor’s Name

Media Outlet NameEditor’s AddressDate

Dear Editor,

[The opening line should include the title and author of the article you are referencing (i.e., With respect to the article “titled x y z, written by John Doe”), and then state your position. The rest of the paragraph should summarize your issue of concern in a way that captures the attention of the reader and tie it to a debated issue.]

[Explain your ties to the museum field and why this article caused you to write to the editor. Further describe the issue and why people should care.]

*Use select data and talking points below that are applicable to the article and bolster your argument:*

**Museums are a robust and diverse business sector,** including African American museums, aquariums, arboreta, art museums, botanic gardens, children’s museums, culturally-specific museums, historic sites, historical societies, history museums, maritime museums, military museums, natural history museums, planetariums, presidential libraries, public gardens, railway museums, science and technology centers, and zoos.

**Nationwide, our museums are losing at least $33 million a day** due to closures as a result of COVID-19 and will be in desperate need of significant federal support to maintain jobs, secure our cultural heritage, help to rebuild our nation’s tourism industry – and simply to survive the months to come. The American Alliance of Museums (AAM) recently released [survey data](https://www.aam-us.org/2020/07/22/united-states-may-lose-one-third-of-all-museums-new-survey-shows/) showing that one out of every three museums may shutter permanently without near-term assistance.

**Museums are economic engines.** Economic impact data compiled by the American Alliance of Museums and Oxford Economics shows that the museum economy contributes $50 billion a year to the U.S. economy and generates $12 billion in tax revenue to local, state, and federal governments.

**Museums also are vital local sources of employment,** supporting 726,000 direct and indirect jobs annually. Museums play an essential role in the nation’s educational infrastructure, spending more than $2 billion a year on education. The destabilizing effects of the current crisis place the future of these contributions to the U.S. economy and education system at great risk. If these businesses fail during this crisis, then there will be no jobs to which many thousands of displaced workers can return.

**Museums nationwide are closed and have canceled events.** Most nonprofit museums rely on earned income for at least half of their revenue; their economic lifeblood is people visiting. Dramatic closures and stay-at-home orders have had a devastating impact on the nonprofit museum community, which operates on thin margins of financial sustainability, without large designated operational reserve funds or access to tax-relief benefits, and is often largely dependent on earned revenue from visitors passing through their doors. Recently released [survey data](https://www.aam-us.org/2020/07/22/united-states-may-lose-one-third-of-all-museums-new-survey-shows/) shows that one out of every three museums may shutter permanently without near-term assistance.

**Furloughs and layoffs among museum personnel are increasing.** As employers, museums care deeply about the welfare, health, and financial stability of hard-working staff, and are concerned that increasing unemployment among museum personnel may exacerbate broader community issues of lack of access to health care, food insecurity, and even homelessness that will make the COVID-19 response much more challenging.

**Museums have impressive support from the public.** According to a recent public opinion poll, 96% of Americans would think positively of their elected officials taking legislative action to support museums, regardless of political persuasion or community size. 97% of Americans believe that museums are educational assets, and 89% believe that museums contribute important economic benefits to their community. Museums are also the most trusted source of information in America, rated higher than local papers, nonprofit researchers, the U.S. government, or academic researchers. Museums can leverage this high level of public trust to provide education on COVID-19 and fight misinformation about its spread. By empowering the public with the information they need to make informed decisions and lower their risk of contracting or spreading disease, museums can help sustain healthy communities, maintain calm, and reduce the chances for an increase in discrimination or xenophobia often created by global diseases.

**Even as museums are experiencing closures and significant losses in revenue, they are meeting an increase in demand for their services and safeguarding and supporting their communities.** They are contributing to the ongoing education of our country’s children by providing lesson plans, online learning opportunities, and drop-off learning kits to teachers and families. They are using their outdoor spaces to grow and donate produce to area food banks; and maintaining these spaces for individuals to safely relax, enjoy nature, and recover from the mental health impacts of social isolation. They are donating their PPE and scientific equipment to fight COVID-19, and providing access to child care and meals to families of health care workers and first responders. In the midst of financial distress, they are even raising funds for community relief. Museums are pivotal to our nation’s ability to manage through the pandemic and recover from it as our nation opens back up.

**Museums are community anchors,** addressing challenges in times of crisis like the one we are currently experiencing. Unfortunately, we expect hardships to be faced by increasing numbers of museums in communities across the country in the months ahead underscoring the need for their continued economic relief to enable them to serve the public now and in the future.

[Finalize your letter with a call to action, including what will happen if the action is not taken. Try to be descriptive by helping readers imagine the consequences of not heading your call.]

[In your concluding paragraph, briefly recap your point, reiterate your call to action, and let readers know they can get involved using [AAM’s Contact Congress tools](https://www.congressweb.com/AAM/67#/67/) to tell their legislators to include museums in federal financial relief. Also see [Alliance Advocacy Alerts](https://www.aam-us.org/category/advocacy/advocacy-alert/) online.]

Sincerely,

NameOrganizationEmailPhone number