Dear **(Recipient’s Title and Name):**

As a constituent living in **<<Your City/Town Name>>,** I am excited to share with you information about the **<<Your Museum's Name>>**'s impact on the **<<Your geographic area or city>>** area.

The **<<Your Museum’s Name>>** is a vibrant and pivotal cornerstone of our community – providing vital contributions to the education of our students, spurring the area’s economic growth, attracting visitors and tourists to our city – just to list a few of the abundant benefits the **<<Your Museum’s Name>>** adds to our community.

* **<<Your Museum’s Name>>** employs **<<Number of Employees at Your Museum>>** people in our community.
* Annually, **<<Your Museum’s Name>>** has over **<<Number of Volunteers at Your Museum Annually>>** volunteers helping to serve our community.
* Each year, **<<Your Museum's Name>>** spends **$<<Your museum’s annual budget>>** on goods and services in our community.

Museums rank among the top three family vacation destinations. Cultural and heritage travelers - including visitors to museums - spend 63% more than other leisure travelers and tend to stay longer than other tourists. In fact, 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling, according to the U.S. Cultural & Heritage Tourism Marketing Council.

* **<<Your Museum's Name>>** serves **<<Number of visitors your museum serves each year>>** visitors each year, with **<<Percentage of those visitors who are from out-of-town (provide an estimate)>>**% of those visitors coming to our community from out of town

Did you know that museums provide more than 18 million instructional hours annually to students and educators? This includes educational programming for students, museum staff visits to schools, bringing traveling exhibits into schools, and professional development for teachers. Museums design educational programs in nearly every subject area and have the unique ability to reach students in ways that textbooks and classroom instruction cannot.

* **<<Your Museum's Name>>** serves **<<Number of schoolchildren who visit your museum each year>>** schoolchildren each year through school visits.
* **<<Your Museum's Name>>** offers over **<<Average number of education programs offered by your museum each year>>** education programs to our community each year, including programs for pre-schoolers, children, teens, adults and seniors.
* **<<Percentage of Education budget focused on K-12 students>>%** of **<<Your Museum's Name>>**’s education budget is focused on K-12 students in our community.

I urge you to support legislative efforts to promote school-museum partnerships, and to retain a set of core academic subjects that includes the many areas in which museums help teach the curriculum -- subjects like English, reading and language arts, mathematics, science, foreign languages, civics and government, economics, arts, history, and geography.

As a constituent, I know that you are pulled in many directions and must make difficult decisions every day about how to meet the needs of people just like me, and institutions like the **<<Your Museum's Name>>**. I hope you will remember how important museums are to the vitality of our community and provide support for museums in your future work. Museums are economic engines, a vital part of our nation's educational infrastructure, and are critical in the economic recovery of our region.

Please let me know if I can provide any additional information about my museum's role in advancing and educating our community.

Sincerely,
**<<Your Name>>**