



# Smithsonian Affiliate Membership Marketing Toolbox

This toolbox compiles resources to assist you in promoting and increasing awareness of your affiliation with the Smithsonian. It can be used to connect your local audience with the Smithsonian and convert them to Smithsonian level members.

## Toolbox

Turn visitors into new Smithsonian level members using some of the example programs below.

- Host an open house or behind-the-scenes tour of your collections. End the tour at a table featuring membership materials. Have staff on hand to help visitors sign up.
- Highlight artifacts on loan from the Smithsonian. Promote them in an e-newsletter with the Smithsonian Affiliate logo showing your association (we can help with language and images). Include a link to how they can become dual members of the Smithsonian and your organization.
- Build a Smithsonian membership drive around upcoming Smithsonian programs and exhibitions at your organization. An easy way to make the connection between the Smithsonian and your local members! (Contact us to plan a Smithsonian collaboration- that's what we're here for.)
- Screen Smithsonian Channel programming. Full episodes of Smithsonian Channel programming are available [online](#). (Channel programs are for non-commercial use, so must be streamed for free and must maintain all copyright and other notices contained in the downloaded materials. See Channel [terms of use](#).)
- Have a 3D printer? Host a Scavenger Hunt with Smithsonian 3D objects! Download Smithsonian 3D designs [here](#) and print them at your organization.
- Set up a photo booth for visitors and new members to take pictures with printed Smithsonian 3D objects (or near a Smithsonian program, exhibition, or artifact). Use the hashtag #smithsonianaffiliate on the booth and encourage guests to share with @SIAffiliates.
- Use our new **Smithsonian Affiliate Membership Program logo** on all membership materials.



Smithsonian Affiliate  
Membership Program

## Benefits of a Smithsonian Affiliate Membership Program

- **Smithsonian** magazine (one year subscription) or **Air & Space Magazine** (seven issues)
- A personalized Smithsonian-Affiliate branded membership card
- Free admission to [Cooper Hewitt, Smithsonian Design Museum](#) in New York City
- 10% discount on café dining at Smithsonian Museums in Washington, D.C.
- 10% discount on all [Smithsonian Folkways Recordings](#)
- 10% discount on all **IMAX** tickets at the Smithsonian
- Reciprocal Admission / Discount benefits at participating Smithsonian Affiliates. *Affiliates must opt-in to the [Smithsonian Affiliate Reciprocal Membership](#) program to offer this benefit.*
- Additional Smithsonian benefits, subject to change, can be found on [Smithsonian.com](#)

For more information, please contact:

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List of embedded links:

<http://www.smithsonianchannel.com/full-episodes>  
<http://www.smithsonianchannel.com/legal?terms-of-use=1>  
<http://3d.si.edu/browser>  
<http://www.cooperhewitt.org/>  
<http://www.folkways.si.edu/folkways-recordings/smithsonian>  
<https://affiliations.si.edu/DetailPage.asp?MenuID=148>  
<http://www.smithsonianmag.com/member-services/?no-ist>