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March 2018

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Communication Checklist for Your New Smithsonian Affiliation

Smithsonian Affiliates are vital partners in a national effort to serve the public through educational outreach, artifacts loans, traveling exhibitions and collaborative research. Part of a network of more than 200 organizations, Affiliates are well-positioned to build a bridge between the local experiences of their own communities and the national heritage preserved and displayed at the Smithsonian. Working together, we strive to reach larger audiences with stories that reveal our knowledge of the world, stimulate curiosity, and inspire learning. Affiliates can benefit from the materials the Smithsonian is already producing and can be more recognizable ambassadors to the Smithsonian in their own neighborhoods through more consistent brand messaging.

Leveraging your partnership with the Smithsonian brand will increase awareness of your organization and assure your programs, events, and exhibitions obtain the greatest reach—locally, regionally, and nationally. Using the co-branding tools provided by the Smithsonian is the Affiliate's responsibility and the Smithsonian Affiliations office serves as a resource to your organization for ideas and promotional opportunities. Here are 10 ways Smithsonian Affiliations can help promote your partnership.

1. **Talk to us!** When your affiliation with the Smithsonian is approved, ask your National Outreach Manager to organize a video chat or conference call for key staff members at your organization to discuss communications, membership, and professional development in addition to the other benefits you receive as an Affiliate. An introductory discussion will assist your organization in utilizing the benefits of the partnership, introduce your staff to the Smithsonian Affiliations team, and discuss the importance of leveraging your affiliation in a variety of ways.
2. **Keep in touch with us.** Contact the Affiliations External Affairs unit—Elizabeth Bugbee or Christina DiMeglio Lopez—to help with any press releases, logo guidelines, quotes,

interviews, social media promotions and more. Elizabeth and Christina will work with you to develop your press and membership materials and connect you with the appropriate Smithsonian colleagues for your promotional needs.

Follow us on our social media platforms too:

Facebook: www.facebook.com/SmithsonianAffiliations

Twitter: @SIAffiliates- <https://twitter.com/SIAffiliates>

Instagram: @SmithsonianAffiliates <http://instagram.com/smithsonianaffiliates>

The Affiliate Blog- <http://www.blog-affiliations.org/>

LinkedIn Group- <https://www.linkedin.com/groups/6740121>

3. **Begin using the Smithsonian Affiliate logo.** Smithsonian Affiliates are the only group outside the Smithsonian that has permission to use these logos. Logos are available in several formats. Visit our Logo & Tagline page (<https://affiliations.si.edu/affiliate-benefits/logo-tagline/>) for detailed information and examples. *Guidelines for use apply. Please contact your National Outreach Manager or the Communications Manager for logos.*

4. **Use the Smithsonian Affiliate logo or taglines on your website.** A free and easy way to promote your Affiliation is adding one of the Smithsonian Affiliations taglines, “*In Association with the Smithsonian Institution*” or “*A Smithsonian Affiliate,*” to your website. Smithsonian Affiliates are the only organizations that have the unique advantage of using the Smithsonian brand and special taglines on promotional and marketing materials ranging from press releases to rack cards, building signage to flags, and websites to membership materials. ***Please note, all uses of the Smithsonian logo and taglines must be reviewed by the Smithsonian Affiliations office before printing, publishing, posting and so on.***

5. **Include Smithsonian Affiliations information in your press materials.** Adding these simple phrases or sentences to your press materials ensures your association with the Smithsonian is clear when promoting any of your organization’s events.
 - ***The Smithsonian is never Smithsonian Institute. Please make certain your materials reference the Smithsonian Institution or Smithsonian.***
 - ***Please do not use ‘Nation’s Attic’ in any materials. While we are home to the nation’s collections,’ we prefer not to use this language.***

Example 1: Include “a Smithsonian Affiliate” after the first mention of your organization’s name.

“Ramp It Up: Skateboard Culture in Native America” will open at the San Diego Museum of Man, a Smithsonian Affiliate in San Diego, and features 20 skate decks, including examples from Native companies and contemporary artists, rare images and video of Native skaters.”

Example 2: Include a sentence about Smithsonian Affiliations in your organization’s boilerplate information:

About Your Museum

In association with the Smithsonian since 2003, Your Museum is part of a select group of museums, cultural, educational, and arts organizations that share the Smithsonian’s resources with the nation. Established in 1981, and celebrating its 30th Anniversary in 2011, Your Museum is a non-profit 501 (c) (3) organization. For more information about Your Museum call 123-456-7810 or visit the website: yourmuseum.org.

Example 3: Include Smithsonian Affiliations’ boilerplate at the conclusion of your press material:

About Smithsonian Affiliations

Smithsonian Affiliations is a national outreach program that develops long-term collaborative partnerships with museums, educational, and cultural organizations to enrich communities with Smithsonian resources. More information is available at www.affiliations.si.edu.

6. **Contact the Smithsonian for a quote or an interview.** For added “oomph” to your press materials, programs, or exhibits, contact us for a quote from Smithsonian Affiliations Director Harold Closter. Or, let us connect you with a Smithsonian curator or expert to enhance your material with an interview or quote to help make an unexpected connection that you may not have known about.
7. **Add a Smithsonian In Your Neighborhood section to your own Newsletter.** Highlight your local connection and connect it with a national story by adding a section in your own newsletter that shows-off how your mission is aligned with the Smithsonian and what you’re doing to bring the Smithsonian to your neighborhood.
8. **Collateral Materials: Send us your promotional copy.** Please forward a draft of any materials using the Smithsonian name, logo, or brand to Elizabeth Bugbee or Christina DiMeglio Lopez for approval. Let us help promote your Smithsonian collaborations by spreading the word through our Smithsonian Affiliations social media platforms and Smithsonian Institution colleagues.
9. **Plan a Press Event.** Work with your Affiliations National Outreach Manager to plan a local press event to announce your new association with the Smithsonian. Create buzz around your new affiliation, new Smithsonian loan, or any Smithsonian collaboration by inviting local media to a special press event at your organization.

10. **Promote through multiple Smithsonian units: Collaborate! Collaborate! Collaborate!**

You can extend your reach even more by working not only with Smithsonian Affiliations, but with the Smithsonian museum or unit involved with your program, exhibit, or event. SITES often sends out press materials for its traveling exhibitions, but other Smithsonian museums may also have additional resources—teaching materials, podcasts, videos, and more—that can enhance your promotions. Work with your National Outreach Manager or the Affiliations External Affairs office to coordinate these additional items.

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