



MUSEUM STORE SUNDAY 26 NOVEMBER 2017

Background: Every year, consumers are encouraged to participate in shopping campaigns for Black Friday, (11/24/17), Shop Small Saturday (11/25/17), Cyber Monday (11/27/17) and Giving Tuesday (11/28/17). Consumers plan their holiday purchases to coordinate with these days, and participating retailers see a resulting patterned spike in sales. The Museum Store Association (MSA) has developed a similar shopping campaign, sandwiched in the middle of these events called **MUSEUM STORE SUNDAY**. MSA's launch of the first Museum Store Sunday (MSS) is scheduled for November 26, 2017 and will span this country and abroad. MSS participation is available to all nonprofit retailers whether MSA members or non- members. MSA members will receive special marketing information, event and publicity assistance.

Vision: Museum Store Sunday is an ideal day for holiday shopping but more importantly it is an ideal time to focus attention, increase awareness and advocate the importance of museum stores and the institutions they represent. This annual international shopping campaign will help MSA achieve its strategic goal to communicate to the world, the value and importance of nonprofit retail with its curated products and unique experiences.

Purpose:

- To engage communities to support their cultural institutions during holiday shopping season
- To encourage culturally minded shoppers to see museum stores as a shopping destination
- To showcase and promote the beautifully curated products and unique experiences that museums stores offer to consumers
- To offer museum membership opportunities to new patrons while supporting their institutions
- To support the vendors, designers, and artisans who sell to the museum store community on a local, national, and international level.
- To encourage mission driven shopping which tangibly extends each museum's educational programs and experience
- To promote the value and importance of museum stores to the general public and the world

Timeline for Branding established by July 2017

Launch: Sponsorships secured by July 2017

Dedicated MSS website established by July 2017; explaining the campaign and listing all participating MSA members. www.MuseumStoreSunday.org

Marketing, PR & Social Media begins by August 2017

- Branded marketing package to be created and distributed to MSA members
- Marketing collateral will be available for download by each MSA member for use in print, in their store, and online.
- Standardized, branded press release to be created and distributed to each MSA member for customization; includes logo, tagline, color palette and standard verbiage

Local Promotion to be customized by individual museums

- Free admission to exhibits
- Extension of museum/museum store hours
- Local vendor/artisan trunk shows
- New product introductions
- Shopping discounts



- Advisors:**
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| American Craft Council | Milwaukee Art Museum |
| AmericasMart Atlanta | Museum of Fine Arts, St. Petersburg |
| Association for Cultural Enterprises, UK | Museum Shops Association of Australia & New Zealand |
| Andoniadis Retail Services | National Building Museum |
| Bonnie Mackay Consulting | National Museum of American Jewish History |
| Book Expo America | Perez Art Museum Miami |
| Columbia River Maritime Museum | Popcorn Custom Products |
| Crystal Bridges Museum of American Art | Stewart/Stand |
| Cummer Museum of Art & Gardens | The Barnes Foundation |
| David Howell & Company, Doyle & Associates | The National World War II Museum |
| Emergent Workshop | The New-York Historical Society Museum & Library |
| Fine Arts Museums of San Francisco | The Preservation Society of Newport County |
| Galison/Mudpuppy | The Walters Art Museum |
| High Museum of Art | VIELA Jewelry |
| Las Vegas Market | Virginia Museum of Fine Arts |
| Japanese American National Museum | |

About MSA: The Museum Store Association is a 501(c)3 international organization with the mission of advancing the nonprofit retail industry and the success of the professionals engaged in it. By encouraging high standards of knowledge and professionalism, MSA helps nonprofit retail professionals better serve their institutions and the public. www.MuseumStoreAssociation.org

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Current Participants:

- Addison Gallery of American Art
Ah-Tah-Thi-Ki Museum of the Seminole Tribe
Air Force Museum Foundation
Albany Pine Bush Preserve Commission
Albuquerque Museum
Altoona Railroaders Memorial Museum
Annenberg Space for Photography
Artis-Naple
Asian Art Museum
Auburn Cord Duesenberg Auto Museum
Bergstrom-Mahler Museum of Glass
Birmingham Museum Store
Blanton Museum of Art
Boca Raton Museum of Art
Cabrillo Marine Aquarium
Calvert Marine Museum
Charles Morse Museum of American Art
Chazen Museum of Art
Chrysler Museum of Art
Clinton Presidential Museum
Columbia River Maritime Museum
Columbus Area Visitors Center
Conner Prairie
Contemporary Craft
Coos History Museum
Country Music Hall of Fame and Museum
Craft & Folk Art Museum
Crocker Art Museum
Crystal Bridges Museum of American Art
Cummer Museum of Art & Gardens
Currier Museum of Art
deCordova Sculpture Park and Museum
Delaware Art Museum
Dennos Museum Center
Denver Art Museum
Detroit Institute of Arts
Door County Maritime Museum
Eastern National
Eastern State Penitentiary Historic Site
Eiteljorg Museum of American Indians and Western Art
Fine Arts Museums of San Francisco
Fred Jones Jr. Museum of Art
Graycliff Conservancy
Gumbo Limbo Nature Center
Harn Museum of Art
Hayward Area Historical Society
High Museum of Art
Historic Arkansas Museum
Historic Deerfield Museum
Historic Huguenot Street
Historic Railpark & Train Museum
History of Diving Museum
Japanese American National Museum
Joslyn Art Museum
Kentucky Debry Museum
Key West Art & Historical Society
Kidspace Children's Museum,
Kinzoku Custom
Kolling Cards
Lauren Rogers Museum of Art
Library Foundation of LA/The Library Store
Library Friends Shop
Los Angeles Philharmonic
Lost City Museum
Louisiana Art & Science Museum,
Lowell Observatory
Madison Museum of Contemporary Art
Made 4 Museum
Maine Audubon
Mary Rose Museum
McNay Art Museum
Meadows Museum
Milwaukee Art Museum
Missouri History Museum
Minnetrista Cultural Center
MiSci - Museum of Innovation and Science
Missouri History Museum
Modern Art Museum of Fort Worth
Monona Terrace
Morikami Museum and Japanese Gardens
Munson-Williams-Proctor Arts Institute
Museum of Contemporary Art, Tucson
Museum of Fine Arts, St. Petersburg
Museum of Flight
Museum of International Cultures
Museum of Northwest Art
Museums Wellington
National Building Museum
National Cowgirl Museum & Hall of Fame
National Gallery of Art, Washington DC
National Museum of American Jewish History
Nat. Museum of the Mighty Eighth Air Force
Nevada Board of Museums & History
Nevada State Museum, Las Vegas
New England Ski Museum
Newport Historical Society
Office of Historic Alexandria
Ogden Museum of Southern Art
Palm Springs Art Museum
Pasadena Museum of History
Patrick Henry Memorial Foundation
Peoria Riverfront Museum
Perez Art Museum Miami
Phoenix Art Museum
Pittock Mansion
Saint Louis Art Museum
San Antonio Museum of Art
San Diego Museum of Art
Santa Barbara Museum of Natural History
Science Center of Iowa
ScienceWorks Museum
Sigal Museum
Sioux City Public Museum
South Dakota Agricultural Heritage Museum
Steilacoom Historical Museum Association
Storm King Art Center
Sunnylands Visitors Center and Gardens
Tampa Museum of Art
Texas Historical Commission
The Barnes Foundation
The Children's Museum of Indianapolis Store
The Clark Art Institute
The Dali Museum
The Decorative Arts Center of Ohio
The Encampment Store at Valley Forge
The Fabric Workshop and Museum
The House of the Seven Gables Settlement
The Huntington Store
The James Monroe Museum
The Kennedy Center
The National Aviary
The National World War II Museum
The NY Historical Society Museum & Library
The Original Source
The Preservation Society of Newport County
The Putnam
The Ringling Museum of Art
The Rockwell Museum
The Shop at Farthing's Ordinary
The Walters Art Museum
Tower Hill Botanic Garden
University of Michigan Mus of Natural History
United States Holocaust Memorial Museum
University of Michigan Museum of Art
University of Pittsburgh Nationality Rooms
U.S. Capitol Historical Society
USS Hornet Museum
Utah Museum of Fine Arts
UWF Historic Trust
Vero Beach Museum of Art
Vesterheim Norwegian American Museum
Virginia Aquarium & Marine Science Center
Virginia Living Museum
Virginia Museum of Fine Arts
Vizcaya Museum and Garden
Wadsworth Atheneum Museum of Art
Wexner Center for the Arts
Wheaton Arts
Wildling Museum of Art and Nature
Yale Center for British Art Museum Shop
Yankee Air Museum