**ADVOCATE FOR MUSEUMS** | **SAMPLE LETTER**

[Your name]

[Position],

[Museum]

[Adress]

[Date]

(Salutation) (name, last name), (title, i.e MP)

My name is [name], I am [position] at the [name of the museum]. Since it’s establishment in \_\_\_\_\_\_, our museum has been an essential part of the public life of the city, attracting \_\_\_\_\_\_\_\_ locals and tourists in 2019. [Give an example of how the museum is important for the community, and try to link it to the receiver, *i.e.: our educational programmes, which counted with your precious support during your mandate as councillor of Education at the City Council, have had a lasting impact in the community. Only last year, 150 children at risk of poverty and social exclusion benefited from our after-school programme.*

As a result of the COVID-19 pandemic, the museum has been closed since \_\_\_\_\_\_\_. The lockdown represents a loss of \_\_\_\_\_ euros per day for the museum. [Explain the impact of this loss on your operations and link it to the local economy, *i.e.: this situation puts at risk the future of our educational programmes, as we may be forced to size-down our current staff in order to survive. This would have a negative impact in the local economy of the city. In total, the museum directly employs \_\_\_\_\_\_ permanent and \_\_\_\_\_ temporary staffers, and its activity results in other \_\_\_\_\_\_\_\_ indirect jobs. In 2019, the tax revenue produced by the museum was \_\_\_\_\_ euros.*

Given the difficult situation our museum is facing, we request \_\_\_\_\_\_\_\_ euros in financial aid to ensure the employment of our staff and the continuation of our programmes for the benefit of [your community, i.e. city, region]. Museums, as incomparable places of meeting and learning for everybody, will have an important role to play in repairing and strengthening the social fabric of communities affected once the pandemic is over. I believe that in supporting this financial aid you will impact the future of our museums and the well-being of [your community, i.e. city, region].

I stay at your disposal to follow up and thank you for your time and consideration.

Your sincerely,

[Name and signature]