What Will Change When Illinois Museums Re-open in Phase Four

Illinois Museums Re-Imagined

June 17, 2020
The museum we closed will not be the museum we open.
Operations

- Some staff may still work shifts from home
- We will need to be flexible and prepared for potential outbreaks and more closures
- Ticketed or timed entry
- Plexiglass dividers, masks, physical distancing
- Touchscreens move to a “Bring your own device” experience
- Special Hours for Vulnerable Groups
Use of our Buildings
Events and Programs

- Does a successful event look different now?
- Online vs Live
- Cost Effective ROI
- Focus on what is working
- NOW is our opportunity to stop doing what isn’t working!
Fundraising

Don’t forget to ask!
Philanthropy dropped by almost 30% after 2008-9 recession.
The reason?
We didn’t ask for donations!

Make it EASY to give your organization money.
Be ready to take donations
Take credit cards
Donate button on all social media and websites
You’re on a roll with online engagement!

You have created fantastic content from home!

This has brought you new audiences

It’s time to think about monetizing some content.
Online Presence

Keep posting and re-posting the great content you have created

Create more while there are fewer people visiting

Post photos of people enjoying your museum

Talk to your audience. Invite them to share.
Employees and Volunteers

Many will return to work with a shift in priorities

Go above monitoring “health guidelines”

Check overall wellness
Board Engagement

Who is stepping up?
Who is not showing up?
Are all board members actively moving your organization towards your goals?
Are they fundraising, friend-raising, or helping secure resources?
Are they aware of your challenges?
Are they willing to make changes and decisions necessary to make your organization better?
Are they respected in the community?
Community

Your Audience may be more local due to travel fears

Create inclusive content, not just for children, but also for millennials who crave experiences, and older adults who have been traditional museum visitors

Support your community and they will support you!

What does your community need from you?
Are you valuable for a whole new reason?
Museums are a catalyst for change during historic times

Covid 19
Collecting Initiatives