



VIRGINIA  
ASSOCIATION  
of MUSEUMS

Virginia Association of Museums

## ADVOCACY POLICY

To advocate is to support or recommend to others a specific course of action in policy, causes or issues. This encompasses activities both at a legislative level, and at a more community level. In general, the advocacy efforts of the Virginia Association of Museums (VAM) will be conducted in order to further the cause and awareness of museums in the Commonwealth of Virginia.

The following shall govern the conduct of advocacy by the Association's Council and staff:

1. The Virginia Association of Museums shall advocate on behalf of the museum community as a whole, in matters relating to our core mission and values. For legislative advocacy, any bills or issues will be reviewed prior to each session, and if staff determine that VAM should take a position, that position will be approved by the entire Council.
2. VAM will take a position on behalf of individual museums, groups of museums, or related organizations only under special circumstances. Any organization requesting such action should submit such request in writing to the Executive Director. Such action must then be approved by unanimous vote of the entire Council. Such special circumstances may include:
  - An issue that raises questions about the best practices and standards of museums in general
  - An issue that affects a small number of museums, but with wider implications for future action
  - An issue that affects the ability of VAM to serve the museums of the Commonwealth, or the ability of museums to serve their public
3. VAM may also advocate on its own behalf, with messaging approval by the entire Council.
4. VAM shall also advocate on behalf of organizations or state agencies which benefit museums, and assist in the promotion/support of museums, historic sites and other cultural institutions, as needed or requested, with approval by the Council.

### General Notes:

As a 501c3 nonprofit organization, VAM will not institutionally endorse any candidate for any purpose in any election. Any staff who choose to support a candidate in their free time must indicate clearly that they are acting as private citizens and not representatives of VAM.