

Key Ingredients Resources Provided

Administrative Resources

- ❑ State coordinator manual featuring sample budgets, contracts, and program development strategies;
- ❑ Museum on Main Street listserv (includes current and upcoming state humanities council coordinators and national organizers) provides on-going opportunities to get immediate answers to project questions.

Workshops and Meetings

A state council MoMS coordinator must agree to attend and/or host the following workshops and meetings. Travel expenses are covered via the participation fee.

- ❑ National MoMS Orientation Workshop—for first-time state council staff members to meet with Smithsonian project directors two years in advance of the tour (state council staffers that have completed a MoMS tour are not required to attend);
- ❑ National *Key Ingredients* Meeting—state council staff member to meet with project organizers, exhibition curators, and other participating state council personnel one year in advance of the state tour;
- ❑ State Program Workshop—each state MoMS coordinator will host a program planning workshop for all state rural organizations;
- ❑ Installation Workshop—Smithsonian personnel co-host a workshop at the site of the exhibition's state opening for all in-state participating venues.

Public Relations/Marketing

- ❑ Full participation in national publicity efforts by the Smithsonian;
- ❑ National *Key Ingredients* web site featuring each state's rural itinerary and homepage links to each state humanities council and the Smithsonian (as well as educational resources);
- ❑ Project press kit: national press release, digital images, skeleton news releases for local use, project fact sheets;
- ❑ Camera-ready logos;
- ❑ Two multi-colored indoor/outdoor banners featuring state council name;
- ❑ Take-away exhibition brochure advertising website and featuring state council credit (1000/site and 500/council; total 6500);
- ❑ Full-color promotional poster with state council logo (50/venue and 50/state council; total 350)
- ❑ Ten full-color postcards with state council name (50 sets of 10=500/venue.)

Fundraising Resources

- ❑ Fifty copies of MOMS promotional brochure;
- ❑ Fact sheets/background information;
- ❑ As required, letters of support/endorsement from SITES, exhibition curator, Federation;
- ❑ Sample press clippings and testimonials from previously participating state councils;
- ❑ Foundation proposal template;

- ❑ Opportunities to provide underwriting credit on the exhibition's title panel.

Education and Training Materials

- ❑ *Key Ingredients* web site includes comprehensive exhibition overview, pre-and post-visit lesson plans, on-line and on-site activities;
- ❑ Docent Training Guide (20/venue);
- ❑ Teacher's Guide (50/venue);
- ❑ Local exhibition guide (including collection and interpretation helps, sample loan agreements, installation instructions and blueprints);
- ❑ Exhibition support materials: bibliography, exhibition script, exhibition background reading/articles.