

# ***Yesterday's Tomorrows* Resources Provided**

## **Administrative Resources**

- ❑ State coordinator manual featuring sample budgets, contracts, and program development strategies;
- ❑ Museum on Main Street listserv (involves past, present, and upcoming state humanities council coordinators and national organizers) that 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 coordinators that have completed MoMS tour are not required to attend);
- ❑ National *Yesterday's Tomorrows* 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;
- ❑ *Yesterday's Tomorrows* Web page featuring each state's rural itinerary and homepage links to each state humanities council and the Smithsonian;
- ❑ Project press kit: national press release, digital press images, skeleton news releases for local use, project fact sheets;
- ❑ Camera-ready logos;
- ❑ One multi-colored outdoor banner featuring state council name;
- ❑ Take-away exhibit "robot" bookmarks advertising Web site and featuring state council credit (1000/site and 500/council; total 6500)
- ❑ Full-color poster with state council logo (50/venue and 50/state council; total 350).

## **Fundraising Resources**

- ❑ Fifty copies of MoMS promotional brochure;
- ❑ Fact sheets/background information;
- ❑ Foundation proposal template;
- ❑ As required, letters of support from SITES, exhibition curator, Federation;
- ❑ Sample press clippings and testimonials from previous participating humanities councils;
- ❑ Opportunities to provide underwriting credit on exhibit title panel.

## **Education Materials**

- ❑ *Yesterday's Tomorrows* Web page that 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);
- ❑ Exhibition catalog Web page that includes comprehensive exhibition overview, pre-and post-visit lesson plans, on-line and on-site activities *Yesterday's Tomorrows* (8 copies/state), additional copies available at reduced rates;
- ❑ Spanish-language exhibition guide;

- ❑ Exhibition support manual: local artifact collection guidelines and sample loan agreements, PR helps, bibliography, filmography, exhibition script, exhibition installation instructions and blueprints, background reading/articles;
- ❑ Vast program samplers and educational resource materials compiled from previous state council participants.