



**BRINGING HISTORY
INTO THE CLASSROOM
MARKET YOUR HISTORICAL
SOCIETY
OR MUSEUM TO EDUCATORS**

PROPERTY OF SUSAN B. ANTHONY BIRTHPLACE MUSEUM

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The **Susan B. Anthony Birthplace Museum**, Inc. is a not-for-profit corporation, dedicated to preserving the birthplace and raising public awareness of the wide-ranging legacy of Susan B. Anthony.

This great social reformer was a pioneering feminist and suffragist as well as a noteworthy figure in the abolitionist, opposition to Restellism and temperance movements of the 19th century. As part of its mission, the Museum will highlight the familial and regional influences which shaped Ms. Anthony's early life, by displaying the textiles and furnishings of that period, as well as the literature and other memorabilia associated with her later career.

MUSEUM EXHIBITS

- ❖ Lucy and Daniel Anthony
- ❖ Quaker Life
- ❖ The Birthing Room
- ❖ Daniel's Store
- ❖ Temperance
- ❖ Abolition
- ❖ Suffrage
- ❖ Opposition to Restellism
- ❖ Winning the Vote
- ❖ Phrenology Exhibit
- ❖ Portrait Gallery
- ❖ Ephemera / Artifacts Display



Susan B. Anthony Birthplace Museum 67 East Road Adams, Massachusetts

MARKET TO TEACHERS & SCHOOLS

“Encouraging teachers' historical thinking at historic sites”

“As History Teachers attempt to bring student thinking processes in line with that of historians, one of the major recommendations that appears in the end notes of nearly every study on the subject, and every set of state curriculum frameworks, is the injunction to partner with historic sites and museums to help students “learn about history.”

We go to the place to touch history—to stand in the shoes of those who came before us, to see from their vantage point, to breathe the same air, to get the story.”

CHRISTINE BARON

History Education
Boston University



SHOW THEM WHAT YOU HAVE TO OFFER!

- ❖ Hands on Experiences for students of all ages
- ❖ Interdisciplinary opportunities
- ❖ Enrichment to the classroom

PARTNERS IN EDUCATION

Historical Societies & Museums can reach their own goals while directly benefiting educators



WHAT HISTORIC SITES HAVE TO OFFER

- ❖ Do you have artifacts that can travel?
- ❖ Can you schedule re-enactors or provide dress up clothing for children?
- ❖ Do you have a multimedia presentation about your site?
- ❖ Do you have unique lesson to teach?



WHO DO I HAVE TO HELP?

Q: Many historic sites and smaller museums only have a small staff, historical societies are mostly volunteer driven; who can visit these classrooms?

A: Executive Director, Board Members, Staff and Volunteers!
(Did we mention volunteers?)

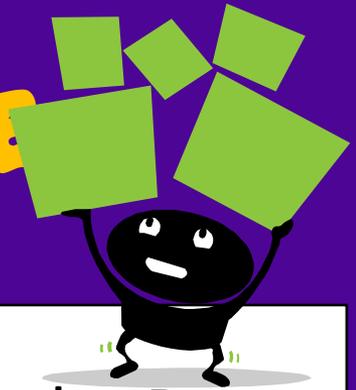


GOING INTO SCHOOLS THE NEXT STEP

- ❖ Develop Outline
- ❖ Develop Teachers' Aids
- ❖ Set Fees (if applicable)
- ❖ Create Flyers/Brochures (Informational & Colorful)
- ❖ Meet with Administrators
- ❖ E-mail Teachers, PTAs and/or PTOs
- ❖ Complete CORI Checks (For all Districts visited)



CREATING THE OUTLINE



- ❖ With the new Common Core and State Standards, try to familiarize yourself with what is expected that students learn in regards to your site's expertise for each grade level applicable.
- ❖ Use the information that you would give if someone would be visiting your site
- ❖ If you have artifacts for the "hands on" experience, be sure to include an explanation of how and why these items were used and made.

Think Outside the Box

- Are you a Revolutionary War Era Organization?
- Can you talk about technology of the time period to 8th graders who are learning about technology and the engineering method in science?
- Have you had an archeology exhibit or dig?
- Can you demonstrate this to a classroom learning about prehistory?

DEVELOP TEACHERS' AIDS

Teachers are more likely to use your organization if you can provide:

1. Information Packets
2. Vocabulary Lists
3. Activity Sheets that promote your mission and the students learning (i.e. crossword puzzle, maze drawing of your site with info, political cartoon with hidden images to find and an explanation)
4. Relationship with the Common Core and Standards
5. Include Service Learning Opportunities, if applicable



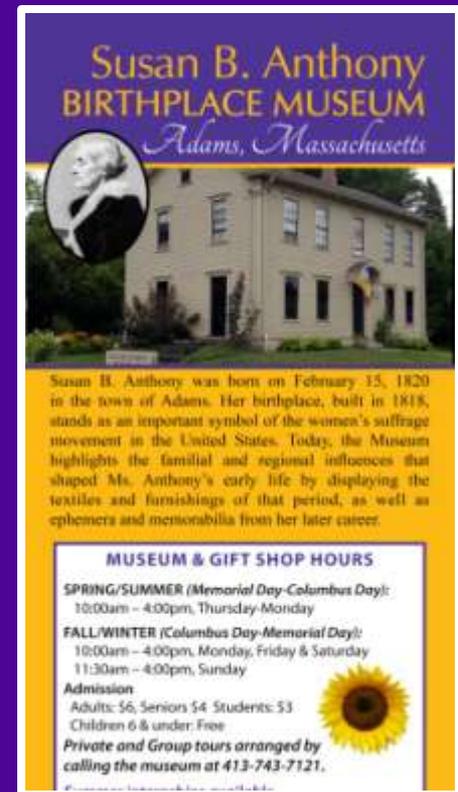
USING PROMOTIONAL MATERIALS

Use your packet to promote visiting your site by:

1. Including a scavenger hunt for a visit to the site
2. Offering “Future Visit” Discounts
3. Offering Gift Shop Discounts
4. Include Membership Information
5. Include a Rack Card / Brochure



Think about taking on an education intern to help develop these packets for multiple grade levels.



MAKING IT WORTH YOUR WHILE

Smaller organizations need these pay the bills.

Don't be afraid to set a price for your visit. Here is what to consider when setting the cost:

1. Do other organizations in the area have a charge? What is it?
2. Am I supplying a simple activity packet or designing an educational unit curriculum?
3. How long will I be at the school? How many children will I be serving?



On average, for a 45 minute presentation to 50 students, the Susan B. Anthony Birthplace Museum charges \$200.00.

MARKETING TOOLS

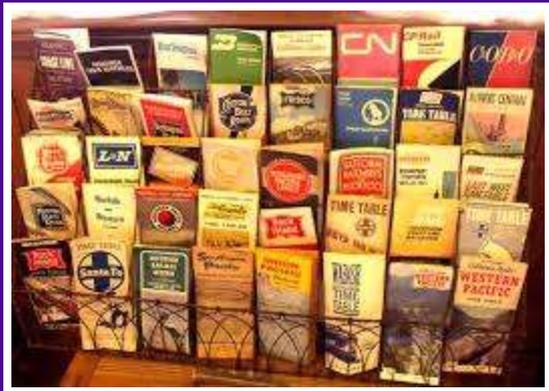
❖ Brochures or rack cards

- Add general information with great imagery

❖ Flyers

- Add special notes for family discounts like those in the Teachers' Aids

❖ QR Codes & Websites



❖ Who do I give them to?

- Administrators
- Schools for distribution or resource area
- E-mail PDFs to teachers
- PTAs and PTOs
- Private/Charter Schools
- Home School Groups
- Town webpage, Visitor Bureau & Tourism Site

Plan Ahead! Don't wait until September to hand these tools out! Teachers use the summer to plan, send the packets near the end of the year with a free admission for the educator.

SELL YOUR PROGRAM

Teachers have so much on their plates – make it easy for them!

1. **Cost** Introduce your visit vs. a school trip vs. a combination of a visit with school trip. Bringing something to the bottom line is better than nothing to the bottom line
2. **Benefit to the Student** Learning objectives? Within the standards and grade level specific? “Hands on” , “cooperative” or “kinetic”?
3. **Benefit to the Teacher** Have you prepared the units/activities that have pre and post learning opportunities? You are the expert for your site.
4. **Community Involvement** Administrators like to get students to have community connections are important to administration and ties in the common core and standards.

CONGRATULATIONS, YOU ARE ON YOUR WAY!



Check to see if you and/or your staff and volunteers need to have:

- ✓ CORI Checks- Background checks ensure that predators do not enter activities with the elderly or children
- ✓ Registration or volunteer applications on file with the school/administration
- ✓ Identification- Always bring a current photo ID to enter the district schools/building

GROUP ACTIVITY

- With your table, design an activity for a historic site. The site is provided on the table.
- Come up with an “elevator speech” to promote your site to visit a classroom to a teacher who happened to visit your museum today.
- Create a quick title or catchy slogan for your brochure or rack card for an educational outreach topic.

