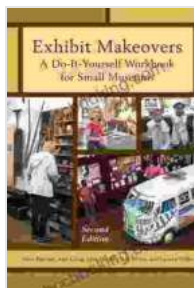


# Do It Yourself Workbook for Small Museums



## Exhibit Makeovers: A Do-It-Yourself Workbook for Small Museums (American Association for State and Local History) by William Burckart

★★★★☆ 4.8 out of 5

Language : English  
File size : 8904 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 138 pages



## By the American Association for State and Local History

Small museums are often challenged by limited resources, staff, and funding. But that doesn't mean they can't be successful. With the right strategies, small museums can reach their target audiences, generate revenue, and make a positive impact on their communities.

The Do It Yourself Workbook for Small Museums is designed to help small museums develop and implement effective marketing and fundraising strategies. The workbook is divided into seven sections:

1. **Planning and Assessment**
2. **Marketing and Public Relations**
3. **Fundraising**

4. **Membership and Development**
5. **Visitor Services**
6. **Financial Management**
7. **Evaluation and Reporting**

Each section of the workbook contains step-by-step instructions, worksheets, and resources. The workbook also includes a glossary of terms and a bibliography.

The Do It Yourself Workbook for Small Museums is a valuable resource for any small museum that wants to improve its marketing and fundraising efforts. The workbook is well-written and easy to follow, and it is packed with practical advice and tips.

**Here are some of the benefits of using the Do It Yourself Workbook for Small Museums:**

- It will help you to develop a marketing and fundraising plan that is tailored to your museum's specific needs.
- It will provide you with the tools and resources you need to implement your plan effectively.
- It will help you to track your progress and measure the success of your efforts.
- It will help you to connect with other small museums and learn from their experiences.

If you are a small museum that is looking to improve its marketing and fundraising efforts, I highly recommend the Do It Yourself Workbook for

Small Museums.

**To Free Download your copy of the workbook, please visit the website of the American Association for State and Local History:**

<https://www.aash.org/product/diy-workbook-small-museums>



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