



# Card to Culture

## IMPLEMENTATION GUIDE

---

### How it works – Card to Culture discount partnerships

Card to Culture partnerships make the power of culture accessible to a wider range of Massachusetts residents. Arts, humanities, and science organizations participating in these voluntary discount partnerships offer free or steeply discounted admission to Electronic Benefit Transfer (EBT), Women, Infants & Children (WIC) Nutrition Program, and ConnectorCare cardholders.

They also receive training, communications, and policy support from the Mass Cultural Council. Organizations choose the extent of the discount and which cards to accept. At the same time, the partner agencies administering these cards promote the participating organizations to their constituents.

---

### Participation requirements for organizations

- Agree to have your discount(s) and visitation information listed on the webpage(s) and in promotional materials of applicable partner agencies.
- Commit to offering your discount from the time of sign-up through the end of the calendar year and honor the discount you have listed on the partner agency's site for the duration of that time.
- Add your discount to your website, referencing the Card to Culture program, Mass Cultural Council, and the partner agencies administering the programs.
- Train box office or admissions staff ahead of implementing the Card to Culture discount(s) to make the transaction and entry process as smooth as possible.
- Track the number of people admitted under each discount separately and submit attendance data within the Final Report (due in February for the prior year).

## Website requirements

There should be information about Card to Culture and your organization's specific discount(s) on your website and wherever else you regularly advertise discounts (e.g., season announcements, class and workshop listings, etc.).

Your website discount must match what is listed on our partner agencies' websites.

Articulate any additional policies around the Card to Culture discounts, such as restrictions about certain events or exhibits, cancelation policies, or limited availability.

Reference the [Card to Culture](#) program, the [Mass Cultural Council](#), the partner agencies, and link back to the full list of participating organizations:

Discount card	State agency partner	Listings URL
Electronic Benefit Transfer (EBT) cards	Department of Transitional Assistance, Executive Office of Health and Human Services	<a href="https://www.mass.gov/ebt-card-to-culture">https://www.mass.gov/ebt-card-to-culture</a>
Women, Infants & Children (WIC) Nutrition Program card	WIC, Department of Public Health	<a href="https://www.mass.gov/info-details/get-discounts-with-your-wic-card">https://www.mass.gov/info-details/get-discounts-with-your-wic-card</a>
ConnectorCare health insurance cards (5 carriers)	Massachusetts Health Connector	<a href="https://www.mahealthconnector.org/learn/plan-information/connectorcare-plans/connectorcare-card-to-culture">https://www.mahealthconnector.org/learn/plan-information/connectorcare-plans/connectorcare-card-to-culture</a>

Feel free to use this standardized language:

"[Our organization] is pleased to participate in the [Card to Culture](#) program, a collaboration between [Mass Cultural Council](#) and the [Department of Transitional Assistance](#), the [Massachusetts Health Connector](#), and the [Women, Infants & Children \(WIC\) Nutrition Program](#) by extending discounts to EBT, WIC, and ConnectorCare (whichever your organization accepts) cardholders.

[Add your discount text. If necessary, include any instructions/policies cardholders should follow]. See the complete list of participating organizations offering [EBT](#), [WIC](#), and [ConnectorCare](#) discounts."

Website examples:

- [Zeiterion Theatre](#) – a great example of how to communicate Card to Culture authentically and go beyond the boilerplate language
- [Cabot Performing Arts Center \(The Cabot\)](#) – another fun example of how to make it your own
- [ArtsEmerson](#) – how to include Card to Culture discounts within a drop-down menu amid other programs

- **NBAM/ArtWorks!** – a reference for museums that also participate in the *\*Museums for All Initiative*
- **Follow Your Art Community Studios** – how to link from “Financial Assistance” block text to a separate section down the webpage
- **Arlington Center for the Arts** – a reference for organizations providing tuition assistance to cardholders
- **Arts Lab Everett** – a reference for organizations with programming that is already free and open to the public
- **Silverthorne Theater Company** – how to incorporate sample images of the EBT, WIC, and ConnectorCare cards

**\*Note:** If your organization is part of the complementary **Museums for All** initiative, run by the Institute of Museum of Library Sciences and Association of Children’s Museums, please mention the Card to Culture program and link back to Mass Cultural Council (<https://massculturalcouncil.org>) in addition to following the Museums for All’s publicity requirements (see the **Museum of Science** webpage as an example).

---

## Tips for discount implementation & card verification

### EBT Cards

All EBT cards start with the same six digits (600875). Places that require a code could say “enter the first six digits of your EBT Card Number.” Please do not ask for the entire card number, as that must remain confidential per the contract with the card vendor. You could verify the card when the visitor arrives in person, or (best practice) take people at their word when they self-identify as being eligible for this discount.

Discount Text Examples:

- “\$5 tickets, with a limit of four (4) tickets per EBT card, per performance. Discount can be used for any/all regular season performance. Tickets can be purchased online, by phone, and in person at the Box Office (EBT card must be presented). For online orders, enter the first six digits of your EBT Card Number at checkout to apply discount. Cannot be combined with other offers.”
- “All walking tour tickets are \$1 for EBT cardholders. All Virtual Events free for EBT card holders, please enter the first six digits into the discount code box when registering for events.”

### WIC & ConnectorCare Cards

Unlike with EBT cards, there is no common identifying number or other way to verify WIC or ConnectorCare cards over the phone or internet. Instead, organizations might try the following strategies:

- Set a discount code (such as “Welcome”) to be entered by cardholders into an online admissions system. The code would only be listed on our partner agency websites, visited by cardholders.

- Create a custom web link that goes to a special page on your website or ticketing system, which pre-populates a discount. The link would only be accessible from our partner agency websites, visited by cardholders.
- Let anyone purchase or reserve a “Card to Culture” ticket, but verify the card when the visitor arrives in person, or (best practice) take people at their word when they self-identify as being eligible for this discount.
- Examples:
  - “Tickets are free + free rental chairs (normally \$10) to WIC cardholders. Limit of 4 per family and advance registration is required. Chairs may be reserved online using code C2C2023 or directly from this link: [insert here]
  - “\$5 per performance. Discount extended to family/guests of cardholder - with a limit of 4 people per card. Children 17 and under must be accompanied by an adult. Subject to availability. First come-first serve basis. ConnectorCare insurance card must be provided verbally when booking and at the will call at ticket pick-up. We do extend discount to cardholders from different states.”

## Logos / visuals

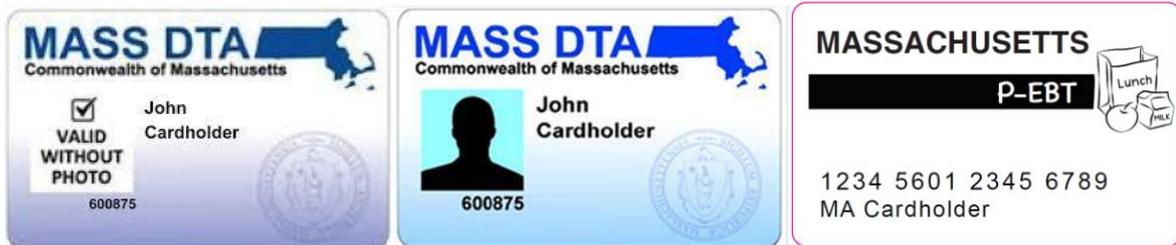
There is no specific logo for the Card to Culture program. However, you are welcome to use the [Mass Cultural Council's logo](#) and the logos of our partner agencies.

Guidelines for using the Mass Cultural Council's logo can be found on our website:

<https://massculturalcouncil.org/about/contracts/credit-logos/>

**It is also effective to use an image of the eligible cards as a visual indicator.**

Electronic Benefit Transfer (EBT) cards:

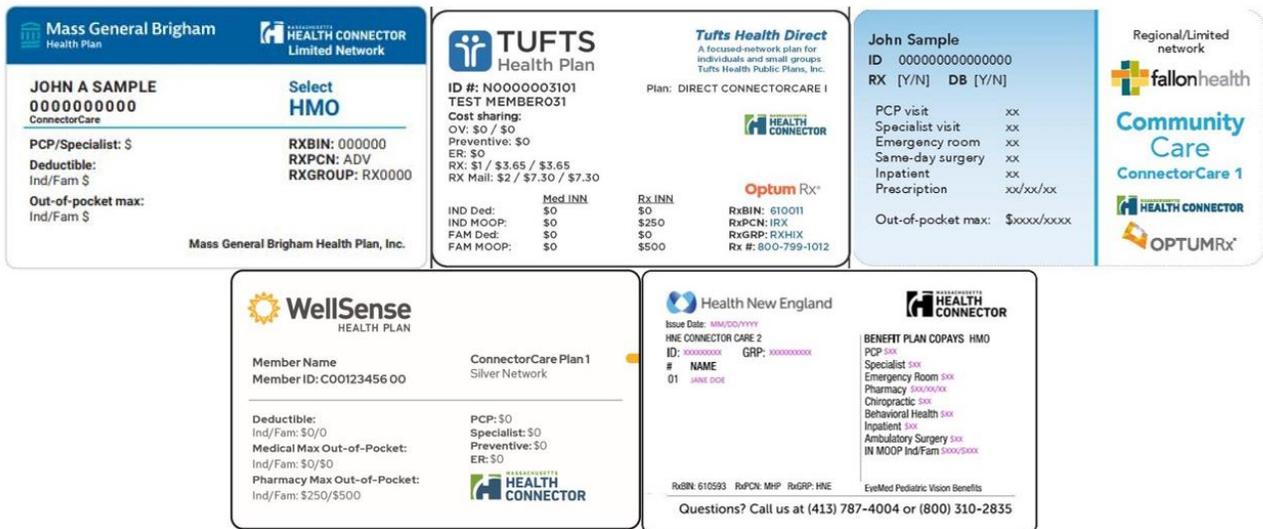


Do *not* use the “**SNAP**” logo, which implies the discount is only available to those receiving SNAP benefits. Do not use the “**Quest**” logo, which is only for retailers that accept EBT cash payments directly. (If you *are* interested in becoming authorized by the DTA to accept payment at your cafeteria or farmers market, email [Greg Torrales](#) for more information.)

Women, Infants, & Children (WIC) Nutrition Program card:



ConnectorCare health insurance cards:



**IMPORTANT:** There are five (5) different ConnectorCare cards – one for each of the participating health insurance companies. **Look for the label “ConnectorCare,” as not all health insurance plans administered through the Health Connector system are eligible.**

Instead of the cards above (which may confuse people with non-eligible plans), you may want to display this adapted version of the Massachusetts Health Connector logo, with “ConnectorCare” clearly stated:



## Recommendations for promoting the discount in person

It is a good idea to have some visual notice of the Card to Culture discount(s) at the point of sale, on your website, and especially at the admissions desk. (See photos of cards above.)

There should be information about the program visible for your sales and admission staff, so they are reminded about the program when patrons ask if they are eligible for any discounts.

Whenever a visitor asks what the cost of admission is, your staff should *always include* "and [ ] for families with [EBT / WIC / ConnectorCare health insurance] cards."

You may print copies of the Card to Culture fliers, and give them to visitors who use this discount, along with whatever collateral materials you regularly give to visitors. (**EBT, WIC, and ConnectorCare fliers available online**).

If you partner with organizations that serve families with EBT, WIC, or ConnectorCare cards, consider giving them a stack of flyers and asking them to help get the word out about this program.

---

## Social Media

When mentioning the program on social media, please use the hashtags **#PowerOfCulture** and **#CardToCulture**, as the Card to Culture program is part of our Universal Participation Initiative. If you only have space for one hashtag, please use **#PowerOfCulture**.

Mass Cultural Council is **@masscultural (Facebook, Twitter, Instagram)**

The Department of Transitional Assistance is **@DTA\_Listens (Twitter)**

MassWIC is **@MassWIC (Facebook, Twitter, Instagram)**

Massachusetts Health Connector is **@HealthConnector (Facebook, Twitter, Instagram)**

---