Card to Culture

COMMUNICATIONS & SIGNAGE 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/or 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 current calendar year and honor the discount you have listed on the partner agency’s site for the duration of that time.

- Add 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 Annual Report.
**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.).

All Card to Culture discounts you offer should be listed separately from each other.

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](https://www.mass.gov), the [Mass Cultural Council](https://www.mass.gov), the partner agency, and link back to the full list of participating organizations:

<table>
<thead>
<tr>
<th>Card accepted for discount</th>
<th>State agency partner</th>
<th>Webpage with listings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic Benefit Transfer (EBT) card</td>
<td>Department of Transitional Assistance, Executive Office of Health and Human Services</td>
<td><a href="https://www.mass.gov/ebt-card-to-culture">https://www.mass.gov/ebt-card-to-culture</a></td>
</tr>
<tr>
<td>ConnectorCare health insurance cards (5 carriers)</td>
<td>Massachusetts Health Connector</td>
<td><a href="https://www.mahealthconnector.org/learn/plans-information/connectorcare-plans/connectorcare-card-to-culture">https://www.mahealthconnector.org/learn/plans-information/connectorcare-plans/connectorcare-card-to-culture</a></td>
</tr>
</tbody>
</table>

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.

Discount(s) include:

- **EBT**: [Your discount and any special conditions.] A collaboration between Mass Cultural Council and the Department of Transitional Assistance. See the full list of participating organizations [online](https://www.mass.gov).
- **WIC**: [Your discount and any special conditions.] A collaboration between Mass Cultural Council and the Women, Infants & Children (WIC) Nutrition Program. See the full list of participating organizations [online](https://www.mass.gov).
• **ConnectorCare:** [Your discount and any special conditions.] A collaboration between [Mass Cultural Council](https://massculturalcouncil.org) and the [Massachusetts Health Connector](https://massachusettshealthconnector.org). See the full list of participating organizations online.

Some 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
- **Hitchcock Center for the Environment** – how Card to Culture discounts are applied across multiple programs and engagement opportunities
- **ArtsEmerson** – how to include Card to Culture discounts within a drop-down menu amid other programs
- **NBAM/ArtWorks!** – how to list as part of the “Visit” page
- **Follow Your Art Community Studios** – linking from “Financial Assistance” block text to a separate section down the webpage
- **Silverthorne Theater Company** – Incorporating sample images of the EBT, WIC, and ConnectorCare cards

**Note:** If your organization is part of the complementary [Museums for All](https://massculturalcouncil.org) 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.

**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 below.)

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.
Logos / visuals

There is no specific logo for the Card to Culture discount partnerships. 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 versions of 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:

**ConnectorCare**

Mass Cultural Council is @masscultural
The Department of Transitional Assistance is @DTA_Listens
MassWIC is @MassWIC
Massachusetts Health Connector is @HealthConnector