



Card to Culture

COMMUNICATIONS & SIGNAGE RECOMMENDATIONS

How it works – Card to Culture discount partnerships

Card to Culture partnerships make the power of culture accessible to a wider range of Massachusetts's residents. Arts, humanities, and science organizations that participate in these voluntary discount partnerships offer free or discounted admission to Electronic Benefit Transfer (EBT) cardholders, *and/or* Women, Infants, & Children (WIC) Nutrition Program cardholders, *and/or* ConnectorCare cardholders, and receive training, communications, and policy support from the Mass Cultural Council. Organizations choose the extent of the discount, and which cards they choose to accept for a discount. At the same time, the partner agencies that administer those cards will be promoting participating organizations to their constituents.

Communications / signage requirements

Participating organizations must agree to having their discount(s) and visitation information listed on the webpage(s) and in promotional materials of applicable partner agencies.

Organizations must commit to offering a discount for the current calendar-year term of the Card to Culture program and must honor the discount they have listed on the partner agency's site for the duration of that time.

Recommendations for your website

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 (i.e. in season announcements; in class and workshop listings).

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

Be sure the discount on your website matches what is listed on the partner agency's website for your organization.

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

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

Card accepted for discount	State agency partner	Webpage with listings
Electronic Benefit Transfer (EBT) card	Department of Transitional Assistance, Executive Office of Health and Human Services	https://www.mass.gov/ebt-card-to-culture
Women, Infants, & Children (WIC) Nutrition Program card	MassWIC, Department of Public Health	https://www.mass.gov/info-details/use-your-masswic-card-to-museums-and-other-cultural-organizations
ConnectorCare health insurance cards (5 carriers)	Massachusetts Health Connector	http://www.MAhealthconnector.org/connect-to-culture

Feel free to use this standardized language:

"[Our organization] is pleased to be participating in the Card to Culture program, by extending discounts [EBT, WIC and ConnectorCare health plan insurance (whichever your organization accepts)] cardholders.

Discount(s) include:

- **EBT:** [Your discount, and any special conditions.] A collaboration between the [Mass Cultural Council](#) and the Executive Office of Health and Human Services' [Department of Transitional Assistance](#). See the full list of participating organizations [online](#).
- **WIC:** [Your discount, and any special conditions.] A collaboration between the [Mass Cultural Council](#) and the Department of Public Health's [MassWIC](#). See the full list of participating organizations [online](#).
- **ConnectorCare:** [Your discount, and any special conditions.] A collaboration between the [Mass Cultural Council](#) and the [Massachusetts Health Connector](#). See the full list of participating organizations [online](#)."

Some examples:

- [Zeiterion Theatre](#) – with language about limited availability, for presenting organizations
- [Hitchcock Center for the Environment](#) – how Card to Culture discounts are applied across multiple programs and opportunities to engage

- **Discovery Museum** – “Ways to Save” page, with language about WIC and discounts from other states
- **Handel + Haydn Society** – linked off their “plan your visit” page

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.

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 plan] cards."

You may print copies of the Card to Culture fliers, and give them to visitors who are utilizing this discount, along with whatever collateral materials you regularly give to visitors. Promotional fliers can be found on the **Mass Cultural Council's website**.

If you partner with organizations who 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.

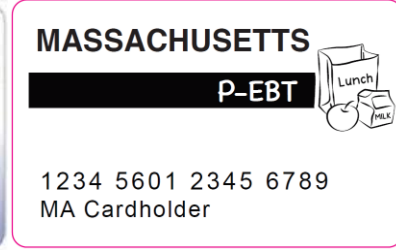
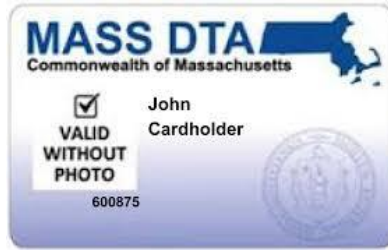
Logos / visuals

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 themselves as a visual indicator.

Electronic Benefit Transfer (EBT) cards:

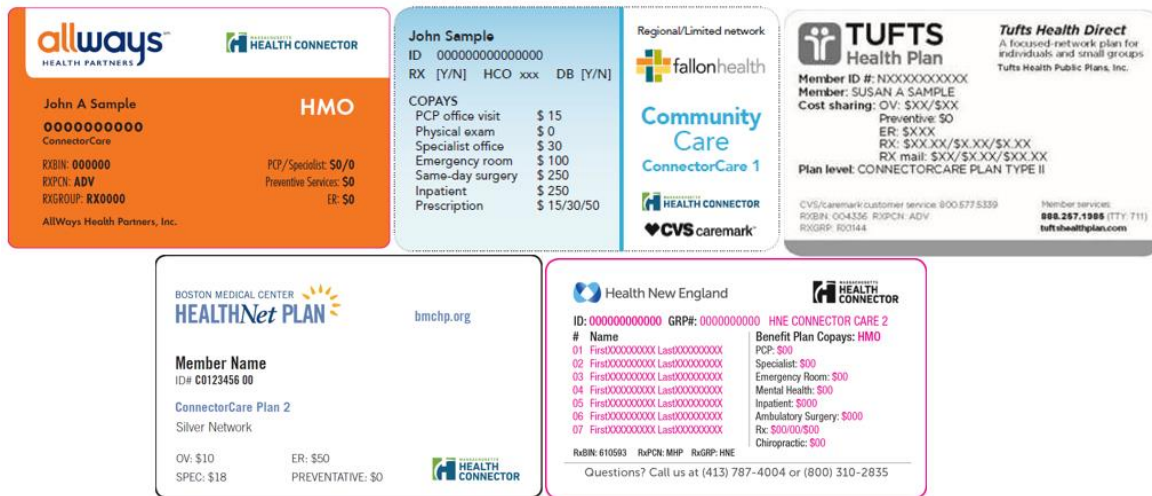


Do *not* use the “**SNAP**” logo, which implies the discount is only available to those receiving SNAP benefits. Do not use the “**Quest**” logo, which is only for retailers that accept EBT cash payments directly. (If you are interested in becoming authorized by the DTA to accept payment at your cafeteria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



Social Media

When mentioning the program on social media, please use the hashtags **#PowerOfCulture** and **#ThinkUP**, as the Card to Culture program is part of our Universal Participation Initiative. If you also have discounts for ConnectorCare health insurance plan holders please also use **#CultureRx**, as ConnectorCare Card to Culture is a part of the Council's new CultureRx initiative. If you only have space for one hashtag, please use **#PowerOfCulture**.

Mass Cultural Council is **@masscultural**

The Department of Transitional Assistance is **@DTA_Listens**

MassWIC is **@MassWIC**

Massachusetts Health Connector is **@HealthConnector**
