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, cancelation 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:

<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="http://www.MAhealthconnector.org/connect-to-culture">http://www.MAhealthconnector.org/connect-to-culture</a></td>
</tr>
</tbody>
</table>

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
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. (EBT fliers saved online; WIC and ConnectorCare fliers in development as of December 2019.)

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:

**Massachusetts WIC Program**

GOOD FOOD and A WHOLE LOT MORE!

0000 1234 5678 9010

 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 Logo]

**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