 

Card to Culture

Do you work with Massachusetts low-income and working families?

Help us promote the Card to Culture program!

Card to Culture Overview – How it Works

Mass Cultural Council’s [Card to Culture](https://massculturalcouncil.org/organizations/card-to-culture/) program makes arts and cultural experiences accessible to low-income families for whom cost is a barrier to participation.

To identify this population, we partnered with three other state agencies that issue specific cards to the families enrolled in their programs, all of which have strict income eligibility criteria:

* The Department of Transitional Assistance, which administers the Electronic Benefit Transfer (EBT) programs. [Learn more about EBT Card to Culture](https://www.mass.gov/ebt-card-to-culture).
* The Department of Public Health, which administers the Women, Infants & Children (WIC) Nutrition Program. [Learn more about WIC Card to Culture](https://www.mass.gov/info-details/get-discounts-with-your-wic-card).
* The Massachusetts Health Connector, which administers the ConnectorCare health insurance program (multiple carriers). [Learn more about ConnectorCare Card to Culture](https://mahealthconnector.org/connect-to-culture).

We recruit and train participating organizations while our agency partners promote these cultural experiences to their constituents.

Card to Culture is made possible by the more than 400 cultural organizations that participate by offering free admission or steep discounts for tickets, classes, camps, memberships, gift shop purchases, etc. The organizations choose the extent of the discount and which cards to accept.

People can receive Card to Culture discounts simply by showing their EBT, WIC, or ConnectorCare card when they visit a participating organization.

Toolkit for Promoting Card to Culture

Help us promote Card to Culture by sharing news across your networks using:

* **Social Media Handles**

Please follow us on social media and tag us in any posts using the hashtag provided.

* **Sample Social Media Posts**

Use this copy to build awareness of Card to Culture across your social media channels (Instagram, Threads, X/Twitter, Facebook, and LinkedIn).

* **Draft Copy for Newsletters**

Use this draft language to build awareness of Card to Culture through your organizational newsletter or those of your close partners.

* **Flyers**

Print promotional [Card to Culture flyers](https://massculturalcouncil.org/organizations/card-to-culture/resources-for-organizations/) to distribute throughout your offices, reception areas, bulletin boards, etc.

* **Postcard**

Print promotional postcards to distribute to your community.

* **Supporting Text**

Brief text you can include on your existing marketing collateral.

* **Promotional Visuals**

Social Media Handles

*Please tag or link to these handles and hashtags when posting about Card to Culture.*

Instagram: [@masscultural](https://www.instagram.com/masscultural/), [@MassWIC](https://www.instagram.com/mass_wic/),[@HealthConnector](https://www.instagram.com/healthconnector/)

Threads: [@masscultural](https://www.instagram.com/masscultural/), [@HealthConnector](https://www.threads.net/@healthconnector)

Facebook: [Mass Cultural Council](https://www.facebook.com/masscultural), [@MassWIC](https://www.facebook.com/MassWIC),[@HealthConnector](https://www.facebook.com/healthconnector)

X/Twitter: [@masscultural](https://twitter.com/masscultural), [@DTA\_Listens](https://twitter.com/DTA_Listens),[@MassWIC](https://twitter.com/MassWIC),[@HealthConnector](https://twitter.com/healthconnector)

LinkedIn: [Mass Cultural Council](https://www.linkedin.com/company/massachusetts-cultural-council/)

Sample Social Media Posts

*Here are sample posts for you to use or modify as you choose.*

Post 1

Did you know #CardToCulture provides EBT, WIC, and ConnectorCare cardholders free or steeply discounted admission to a variety of arts, humanities, and science organizations across the Commonwealth? Check out the list of participating organizations in your area! #PowerOfCulture https://bit.ly/card2culture

Post 2

Find discount offers from 400+ cultural organizations participating in #CardToCulture online at @DTA\_Listens' (bit.ly/2v7tF0v), @MassWIC's (bit.ly/3Mh2J6Z), and @HealthConnector's (bit.ly/3JWXU0C) web sites. #PowerOfCulture

Post 3

#CardToCulture makes arts and cultural experiences accessible to low-income and working families. EBT, WIC, and ConnectorCare cardholders get free or steeply discounted admission to 400+ arts, humanities, and science organizations across the state. #PowerOfCulture https://bit.ly/card2culture

Draft Copy for Newsletter

Mass Cultural Council’s [Card to Culture](https://massculturalcouncil.org/organizations/card-to-culture/) program makes arts and cultural experiences accessible to families for whom cost is a barrier to participation. Through Card to Culture, [EBT](https://www.mass.gov/info-details/ebt-card-to-culture-organizations), [WIC](https://www.mass.gov/info-details/get-discounts-with-your-wic-card#cultural-organizations-), and [ConnectorCare](https://www.mahealthconnector.org/learn/plan-information/connectorcare-plans/connectorcare-card-to-culture) cardholders can get free admission or steep discounts to access hundreds of cultural organizations across Massachusetts.

Card to Culture is the nation’s most comprehensive effort to expand cultural and creative access for low-income and working families. To date, more than 400 participating organizations and landmark sites have provided over one million free or discounted admissions.

Check out the complete list of participating organizations in your area! https://bit.ly/card2culture

Flyers

Print the [Card to Culture flyers](https://massculturalcouncil.org/organizations/card-to-culture/resources-for-organizations/) to distribute throughout your offices, reception areas, bulletin boards, etc.

Postcard

Print promotional postcards to distribute to your community using one of two print-ready designs. Download [version 1](https://massculturalcouncil.org/documents/Card_to_Culture_postcard_V1_PRINT_w_cropmarks.pdf) (PDF) and [version 2](https://massculturalcouncil.org/documents/Card_to_Culture_postcard_V2_PRINT_w_cropmarks.pdf) (PDF).

Supporting Text

*Feel free to use the supporting text below for your website, brochures, pamphlets, flyers, posters, signs, etc.:*

Did you know that [EBT](https://www.mass.gov/info-details/ebt-card-to-culture-organizations), [WIC](https://www.mass.gov/info-details/get-discounts-with-your-wic-card#cultural-organizations-), and [ConnectorCare](https://www.mahealthconnector.org/learn/plan-information/connectorcare-plans/connectorcare-card-to-culture) cardholders can get free admission or steep discounts to access hundreds of cultural organizations across Massachusetts? Check out the complete list of participating organizations in your area! https://bit.ly/card2culture

Promotional Visuals

There are a variety of visuals you can choose from when amplifying Card to Culture. [Image files and alt text are available in Dropbox](https://www.dropbox.com/scl/fo/nbhrvlbodvhipb7no1q20/h?rlkey=awrwi65ultlroiej0eye5vbi0&dl=0).

We also have an online image library that includes photos shared by Card to Culture participating organizations. If you are interested in these images, please email [Greg Torrales](mailto:greg.torrales@mass.gov) to access the folder.

Additional ways to promote Card to Culture

Organizational Networks

Connect with health & human service organizations to have them help get the word out about this program locally. By extension, these can also include local public schools and libraries, neighborhood associations, food pantries, public housing authorities and [independent living centers](https://www.mass.gov/independent-living-centers/locations), farmers' markets, organizations that support immigrant families, individuals with disabilities, and senior citizens, and regional [DTA offices](https://www.mass.gov/info-details/list-of-cities-and-towns-served-by-department-of-transitional-assistance-offices), [SNAP outreach partners](https://www.mass.gov/info-details/snap-outreach-partners#snap-outreach-partners-), [WIC offices](https://www.mass.gov/orgs/women-infants-children-nutrition-program/locations), [ConnectorCare navigators](https://www.mahealthconnector.org/navigators), [MassHealth service providers](https://masshealth.ehs.state.ma.us/providerdirectory/), and housing-related [service providers](https://hedfuel.azurewebsites.net/).

[Community Resources for Families](https://eeclead.my.site.com/apex/EEC_FamilyResourcesChildCare): The Department of Early Education & Care has gathered resources from public schools, early intervention programs, family resource centers, coordinated family and community engagement grantees, public libraries, community action agencies, and local boards of health into this interactive online tool.

Localize the Message

Instead of using the provided generic promotional text, you’re welcome to highlight a particular subset of the Card to Culture participating organizations. For example, [WIC's Facebook account](https://www.facebook.com/MassWIC) often includes posts that are geared toward mothers, families, young children, etc., so they typically will highlight the discounts offered by children’s museums, zoos, and other family-centric programs. Seasonally, they also tend to highlight school vacation week and summer programming since children are on break during those periods.