

Attachment B: Advance Letter for Museum Survey



THE URBAN INSTITUTE 2100 M STREET, NW □ WASHINGTON, DC

20037

«Contact_Name»
«Contact_Title»
«Name»
«Address»
«City», «STATE» «ZIP»

Dear «Contact_Name»:

We need your help! The Urban Institute is conducting a major study of museum public finance on behalf of the Institute of Museum and Library Services. An important part of this study is our nationally representative survey of museums. This survey, which is available online at: [study URL], will help us to inform your colleagues about the breadth and depth of museum public finance. It will also help IMLS determine the extent to which it is fulfilling the expectations of its authorizing mandate.

We are writing to you now because your organization was selected through a scientific process to ensure a representative sample of museums in the United States. The study sample includes museums of varying sizes and types. But because there are so many different types of museums across the country, every response counts.

In other words, your institution's participation is vitally important to us. We invite you go online, go to [study URL], and be a part of this study.

The survey should only take about 20 minutes of your time. Your answers will be kept confidential. Neither your name nor your institution's name will be linked to any of your responses and nothing you say will affect current or future funding from IMLS or other federal agencies.

If you have any questions about the project, or if you would like to receive a paper copy of the questionnaire, please call us toll free at (800) XXX-XXXX and ask for the "Museum Public Finance Study" or email us at museumfinance@ui.urban.org.

Thank you.

Sincerely,

Carlos A. Manjarrez

Carole E. Rosenstein

