

# COMMUNITY MUSEUMS OF SERVICE TOOLKIT



**How to create exhibits that honor  
and inspire service in your  
community**

**250 &  
BEYOND**

A joint initiative of Independent Sector and  
the National Museum and Center for Service

# A note from Brian Baird

Dear Community Leaders and Service Advocates,

Over the past two years, the National Museum and Center for Service, alongside our dedicated partners, has been working tirelessly to co-create toolkits designed to empower communities across the nation. These toolkits aim to celebrate, honor, and inspire ALL forms of service, reinforcing the vital role that service plays in our society.

As we approach the 250th anniversary of the Declaration of Independence in 2026, we find a perfect opportunity to highlight the enduring American spirit of service. If we aspire to see our nation thrive for another 250 years, it is imperative that we renew and sustain this spirit of service within all our people and institutions.

Each community possesses three essential resources to develop local exhibitions that celebrate ALL forms of service: people and groups committed to serving their communities, places where people naturally gather, and intrinsic local talent and resources.

With the “Museums of Service Toolkits,” schools and communities nationwide will be equipped to leverage their existing resources and create lasting exhibits that celebrate the spirit of service as we honor the 250th anniversary of the Declaration of Independence.

We invite you to join us in this exciting endeavor. Together, we can inspire every American today and future generations to embrace the spirit of service and help make your community, and our nation, even better.

Sincerely,  
Congressman Brian Baird  
Founder & CEO  
The National Museum and Center for Service



# COMMUNITY MUSEUMS OF SERVICE TOOLKIT

**About Us** – The National Museum and Center for Service (NMCFS) is a 501 (c)(3) nonprofit organization founded and chaired by Congressman Brian Baird. It is led by a diverse board of directors, an advisory committee, and a DC based advisory council, all with distinguished backgrounds in public service. Its mission is to elevate and inspire the American spirit of service and connect people with how they can serve their community by providing the tools and resources for communities across the nation to celebrate service. In addition to building a nationwide network of local service exhibitions, NMCFS is also working to create a first of its kind signature space in the nation’s capital to honor and inspire service in ALL its forms. “250 & Beyond” is a national initiative aimed at showcasing service in schools and communities in celebration of the 250th anniversary of the Declaration of Independence.

We would like to acknowledge the following individuals and groups for their help in making this toolkit possible:

- Our partners, **YMCA of Metropolitan Washington**, **DC Rotary Club**, and the **DC Public Library** for their dedication to co-creating the first of its kind community service exhibit.
- **NMCFS’s DC Advisory Council** for sharing their expertise in developing the “Service is Everywhere in DC” exhibit, especially **Steve Shulman**, for his invaluable guidance and advice as our community expert.
- **Patrick Rogan (Assemble)** and **Jeanne Krohn (Krohn Design)** for their creativity and talent in helping us design an exhibit that is inspiring, inclusive, relevant, affordable, and portable.
- **Joel Myers, Gage Mitchell**, and **Jessica Lennard** for their extraordinary work on our 250 & Beyond logo.
- **Erik Molano**, Co-founder, **Photon Factory**, for generously sharing his Experiential Design Checklist, which can be found in this toolkit.
- **JoAnna Arnold**, for sharing examples of the inspiring exhibits created by her students at Furlow Charter School in Sumter County, Georgia.
- The design team at Campus Compact, including **Alexandra Butrym, Ashley Sawyer, Gina Lee-Olukoya, Julie Budkowski, Laura Weaver, Leslie Lombre, Matt Farley, Miriam Ismail, Nancy McHugh, Shelley Errington Nicholson** and **Urkovia Andrews** for their work in creating a toolkit for universities and colleges.
- **Deborah March**, from **Fairfax County Public Schools**, for creating a toolkit for K-12 students.
- **Julia Weichlein**, a recent graduate from the University of Chicago’s Master of Arts in the Humanities, for the critical role she played in designing NMCFS’s Exhibit Typology.

Written and published by the National Museum and Center for Service (NMCFS)

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**In every community, there are generous souls—individuals and groups alike—dedicated to serving others. If you tap into these local champions and the public or private spaces where people already gather, you hold the key to creating impactful exhibits of service.**

**With your talents and the insights from this book, you have everything you need to inspire, connect, and uplift those around you.**

**Together, let's publicly and prominently display the power of service and the beauty of community spirit!**

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### Community Museums of Service Workbook

-A series of worksheets & questions to help you with each of the 10 steps



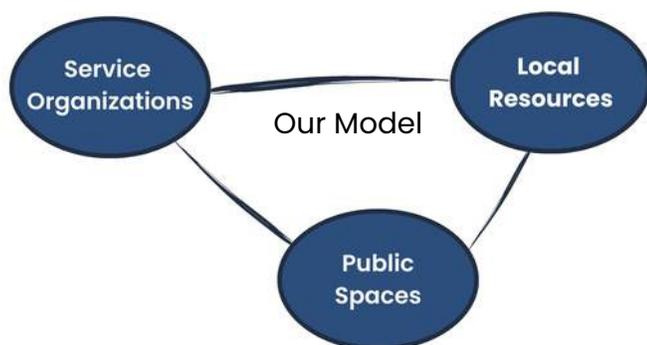
There are many ways to serve!



## Introduction

Service happens everywhere and the stories of service deserve to be told where they happen. It is not difficult to do. All communities have the resources necessary to create moving displays that show the remarkable acts of service happening all around us, every day.

- Every community has dedicated, generous people who serve.
- Every community has public spaces (libraries, schools, museums, community and senior centers, etc.) where service can be honored.
- Every community has the intrinsic talent and resources to create quality exhibitions that tell local stories.



At a time when the American people are searching for shared values and a common purpose, coming together to celebrate service can help us overcome our divisions and remind us of what our nation is at its very best.

The National Museum and Center for Service is committed to helping communities tell their own stories of service and connecting people with opportunities to serve. We created this toolkit to help you build inspiring and impactful exhibits that show how service has shaped your community and encourage others to become involved. Inside you will find templates, checklists, and worksheets to help you along the way.

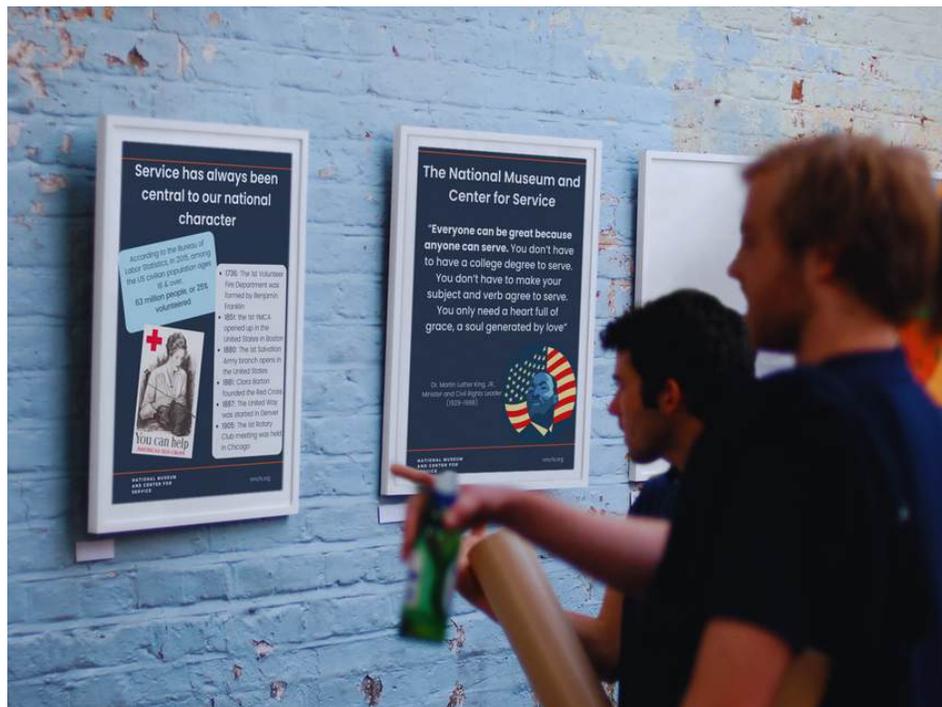
**You can  
do this!**



## How to use this toolkit

Think of this as a do it yourself guide or recipe book that uses the three key ingredients above to create exhibits that honor and inspire service. By elevating service in ALL its forms, and connecting people with how they can participate or contribute, we can help change lives and make our schools, communities, nations and the world better for all. **The most exciting thing is you can do this with very little money and without being an official “expert.”** Along the way you will meet remarkably generous, talented and interesting people, and you may well find it is one of the most satisfying and fulfilling things you’ll ever do.

Our model is centered around a co-creation process, bringing together local service organizations who will themselves provide the content and stories to be shared and use their own membership and resources to design and fabricate displays. This toolkit is written to give you and other community groups as much information and guidance you will need to take you from ideas to actual installations that celebrate and inspire service. It also include tips that we’ve learned in creating our own service exhibit in partnership with the DC Rotary Club, the YMCA of Metropolitan Washington, and the DC Public Library. **Please keep in mind that there is no right or wrong way to make your exhibit. Focus only on those steps and worksheets that are most useful to you.**

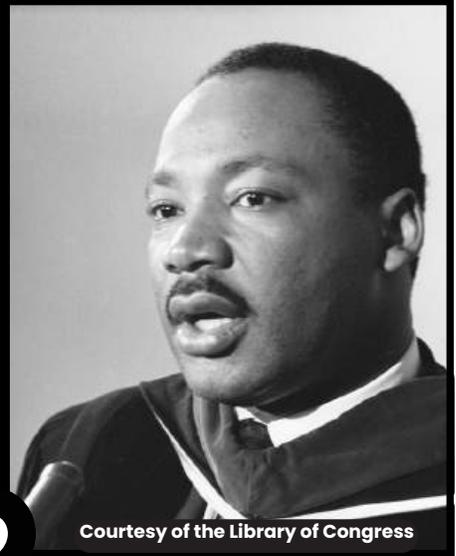


## STEP 1

## Getting Started – *understanding your why*

**Everybody can be great because everybody can serve.** You don't have to have a college degree to serve. You don't have to make your subject and verb agree to serve...you only need a heart full of grace, a soul generated by love.

-Dr. Martin Luther King, Jr., Minister and Civil Rights Leader (1929-1968)



Courtesy of the Library of Congress

Our assumption is that most people who are reading this are already involved in and committed to service learning and community engagement. The importance of honoring service in all its forms may seem self-evident, but it may still be worthwhile to explain. Understanding our *why* will help guide how we create exhibits, what we include in them, and the stories of service we choose to tell. It will also help recruit volunteers and donors, help us persuade the people we are asking to host exhibitions, and remind ourselves of the value of our efforts as we invest our own time and resources to showcase service.

**Serving others is one of the best things we can do with our lives and there are countless ways to serve. This is not about honoring a few outstanding or “great men or women.” It is about honoring the potential for greatness in every person.** Whether it's through professions or work, as volunteers, through charitable or philanthropic giving – when we do things for the sake of helping others or making the world a better place, that is service. Publicly recognizing service supports and encourages those who serve and provides inspiring models that encourage others to participate and contribute as well.

Use our [worksheet](#) to help you think about why service is so important to you.

## STEP 2 Picking & collaborating with partners



Community working group for the "Service is Everywhere in DC" exhibit.

Create a core working group by sharing the vision of community service exhibitions with others and assembling a small team of individuals who believe in the value and importance of service and want to help create service exhibitions in your community. At this point, you want people who are committed to the vision and to service, able to work well with a team, willing to commit their time and resources for at least a year, and ideally able to bring on board other individuals or groups to support the effort.



### Partner checklist

- Brainstorm service groups in your community. Use this [worksheet](#) to help.
- Recruit like minded individuals or groups to join you.
- Identify core team members and key decision makers.
- Assign roles & responsibilities. Use this [worksheet](#).
- Clarify expectations in writing. See [sample agreement](#) on next page.
- Decide how often your core group will meet.

When you are assigning roles and responsibilities for team members, keep in mind that different people will bring different talents and skills to the table. You do not have to spend a lot of money or have expensive outside experts tell you what to do. Trust and respect the talents and creativity of your own people in your community. It is amazing what a small, dedicated team can accomplish.

## STEP 2

## Picking & collaborating with partners

### Sample partner agreement

Creating an exhibition agreement with partners is crucial for ensuring clarity and cooperation. Here's a template you can adapt to suit your needs:

#### Exhibition Agreement



This Exhibition Agreement ("Agreement") is made as of [Date] by and between:

Your Organization Name]  
Address: [Your Address]  
Contact Person: [Name]  
Email: [Email]  
Phone: [Phone]



AND

[Partner Organization Name]  
Address: [Partner Address]  
Contact Person: [Partner Name]  
Email: [Partner Email]  
Phone: [Partner Phone]

#### 1. Purpose

The purpose of this Agreement is to outline the terms and conditions under which both parties will collaborate for the exhibition titled "[Exhibition Title]" taking place on [Exhibition Dates] at [Exhibition Venue].

#### 2. Responsibilities

2.1. [Your Organization Name] agrees to:

- Organize the exhibition logistics, including venue setup and teardown.
- Handle marketing and promotional activities.
- Provide necessary equipment and materials.

2.2. [Partner Organization Name] agrees to:

- Contribute [specific contributions, e.g., artworks, speakers, funds].
- Promote the exhibition through its channels.
- Provide support during the exhibition dates.

### 3. Financial Arrangements

- Outline any costs, revenue sharing, in-kind or financial contributions from each party.
- Specify how expenses will be managed and reimbursed.

### 4. Intellectual Property

- Clarify ownership of any intellectual property created or displayed during the exhibition.
- Ensure that both parties have the right to use images and materials for promotion.

### 5. Liability and Insurance

- Define liability responsibilities for damages or losses incurred during the exhibition.
- Ensure both parties maintain appropriate insurance coverage.

### 6. Termination

- Specify conditions under which either party may terminate the Agreement.
- Outline the process for resolving disputes.

### 7. Miscellaneous

- This Agreement constitutes the entire understanding between the parties.
- Amendments must be made in writing and signed by both parties.
- Governing law for this Agreement shall be [Governing Law].

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first above written.

[Your Organization Name]

By: \_\_\_\_\_

Name: [Your Name]

Title: [Your Title]

Date: \_\_\_\_\_

[Partner Organization Name]

By: \_\_\_\_\_

Name: [Partner Name]

Title: [Partner Title]

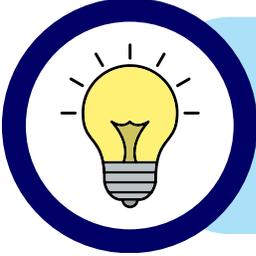
Date: \_\_\_\_\_



Feel free to modify sections as necessary to fit your specific partnership and exhibition details! This is a sample only and is not a legal document.



Building support, establishing roles, and identifying key decision makers for your exhibit are critical for the co-creation process.



There is no one way to organize your team, but you may want to consider who will fill these essential roles in your core working group.

### TEAM ROLES TO CONSIDER

- **Project Lead:** provides strategic leadership and cultivates key relationships
- **Project Manager:** responsible for overall project management including convening participating organizations, ensuring communication among all stakeholders, documentation, work plan development, fundraising, etc.
- **Exhibit Design Lead:** in charge of exhibition content and creation.
- **Communications Lead:** responsible for marketing, outreach, and community engagement.
- **Monitoring & Evaluation Lead:** develops and collects criteria for evaluating the success and impact of your exhibit.
- **Partner Representative(s):** serves as representative for partnering organizations in co-developing content, material, and programming and disseminating information to members.

[Worksheet](#)



## STEP 3

## Picking places for your exhibits

Take some time to identify physical spaces where exhibits of service might be located. Is there a library, community center, or local museum that has a particular historical significance or importance to your community? Is there a venue that attracts a lot of foot traffic? Find out who is in charge of the spaces you have in mind, explain the purpose to them and seek conceptual approval to work with the location to create an exhibit. Keep in mind that exhibits can be displayed in multiple spaces throughout a venue, giving even more people an opportunity to see and experience the exhibit.



Examples of just two of the many inviting community spaces at the MLK Jr Library in Washington, DC (the Great Hall & the Alma Thomas Teen Space)

**TIPS**



### Venue checklist

- Explore public spaces in your community
- Meet with potential partners to host your exhibit.
- Select your venue
- Clarify expectations
- Complete our [picking places worksheet](#)



Reach out to places far in advance. Some get booked months to a year ahead.



Check in regularly with your host as you plan, prepare, and build out your exhibit.



Be creative! Work with your host location to display your exhibit on entry ways, windows, walls, support columns. Use suspensions from ceilings or digital projections onto walls or floors. Have fun!

## STEP 4

## Prep work & planning

Exhibitions are usually developed over the course of several months, but some may take as little as a few weeks while others take a year or more, depending on the scope of the project.

Every project has a different timeline, but creating a project plan and schedule is helpful. It will give you a structured roadmap for ensuring all the steps needed for your exhibition are identified, prioritized, and scheduled appropriately.

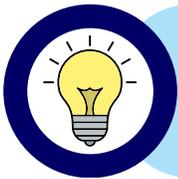
It will also help create clarity and understanding among your team for what they are trying to achieve and the steps needed to make that happen.

### Planning Checklist

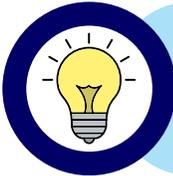
- Outline your vision & goals. Use this [worksheet](#) to help.
- Consider your desired outcomes & target audience.
- Identify key tasks & milestones.
- Create a [timeline](#).
- Develop your [budget](#)
- If needed, develop a [fundraising strategy](#), keeping in mind that much of the funding should come directly from the service organizations themselves in co-creating their exhibits.



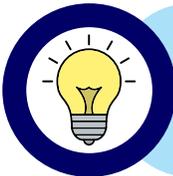
One of many planning meetings for the *Service is Everywhere in DC* Exhibit.



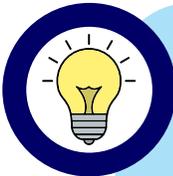
It is helpful to know when you hope to open your exhibition and work backwards to create a timeline and project plan.



When developing your budget, try to use existing resources and skills within your group to contain costs and keep your budget low.



If you are planning to request funding from sponsors, it will be important to clearly articulate your goals for your exhibit and the outcomes you hope to achieve.



Understanding what your group hopes to achieve with your exhibit will help keep your team motivated and focused. Consider as a group what you want visitors to **know**, how you want them to **feel**, and what you would like them to **do** as a result of seeing your exhibit.

These are the know/feel/dos we came up with for the "Service is Everywhere in DC" exhibit.

## KNOW

- The rich & usable history of local & national service organizations, including the innovations, successes, & community impact of services offered
- The power of collaboration & partnerships to solve problems
- That service is accessible to everyone (you can participate on multiple levels)
- You don't need a superpower to make a difference

## FEEL

- Included & welcome
- Connected to others in the community & world
- A sense of unity through service that transcends divisions
- Capable & empowered
- Inspired & encouraged that anyone can make a difference
- Enriched by learning new things

## DO

- Engage with the exhibit
- Reflect on what has been learned
- Act (commit to some form of service: learning more, making a donation, joining a club, volunteering, etc)
- Consider the power of honoring service in all its forms in every community

## Desired Outcomes

## STEP 5 Selecting service stories to share

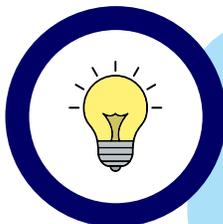
Once you have assembled your team, you can start to gather potential service stories for your exhibit. Look for examples of people and groups who have been or are involved with service in your community. This is not about finding the “great people” or only a few “service award winners.” It is about telling the untold stories of often unsung heroes who make a difference. Be sure to include examples that show positive benefits and are diverse in terms of who is providing and receiving the service and the types of service being shown. Gather information about who those people or groups are, what their service involves, why they do it, and how their service has affected them personally and has made a difference for others. Make sure to engage your partners to get the best mix of stories.



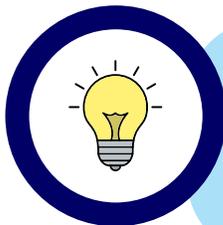
### Service stories checklist

- Bring your service organizations and working group together to brainstorm compelling service stories that are inspiring, inclusive, and relevant to your community. Use this [worksheet](#) to help.
- Focus on **people** and the positive impact service has had on them.
- Select a mix of the most captivating stories that can be translated into affordable and portable exhibits. Complete this [worksheet](#).
- Begin to think about programming and events to complement your exhibit.

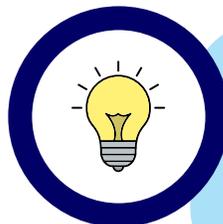
Honoring and inspiring service  
in ALL its forms



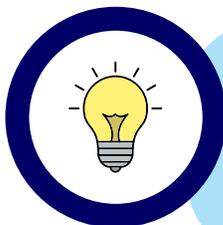
It may take multiple iterations and meetings before you nail down the most compelling mix of stories. The co-creation process takes time and you want to make sure all voices are heard and considered as you are selecting your stories.



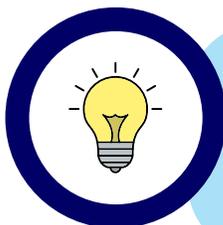
We encourage people to make sure displays are inspiring, inclusive, relevant, affordable, and portable. See our [guiding principles](#) for exhibits to learn more.



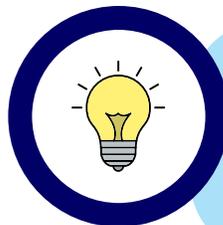
As you select your stories, consider which can be turned into tangible and enduring exhibits. Begin to think about what type of exhibit you will create to tell these stories. Use our "[Exhibit Typology](#)" to help you.



People respond well to photos of people taking action, others to images of groups they associate with, like clubs, teams, religious organizations, etc. Use a mix in your exhibit!



Choose stories that demonstrate success and include testimonials from people who serve and benefit from service.



Select stories based on what you would like visitors to [know, feel, and do](#) as a result of seeing your exhibit. It helps to keep your desired outcomes in mind during the story selection process.

These principles can help you select the best stories to include in your exhibit.

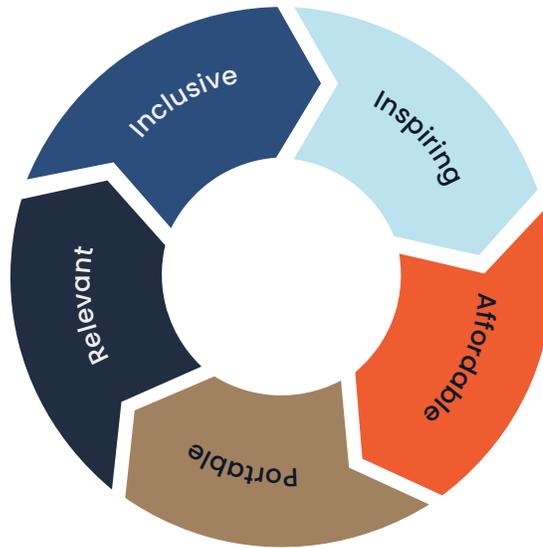
## OUR GUIDING PRINCIPLES FOR EXHIBITS

### Inclusive

People see themselves and their communities reflected in exhibits. Exhibits are rich in cultural and geographic diversity. They show how service has benefited the local community and serve as on ramps for people to take action to support and participate in community service, demonstrating the diversity and dignity of those who serve and receive services.

### Locally relevant

Exhibits convey the significance and history of service to our communities and to our nation, connecting people to service as it is happening in their neighborhoods and surrounding region.



### Inspiring

Exhibits infuse, awaken, and display the diversity and spirit of service. They show every person how they have benefited from service and how they can become involved. They include inspiring examples of everyday people giving their time, talents, and resources to help others. There is a call to action to serve.

### Affordable

Exhibitions can be created rapidly in and by every community, using national and local resources to create simple, yet powerful displays of service.

### Portable

Exhibits are enduring displays that are continually updated and can be moved easily to alternate locations to inspire others.



Use this information to think about the different types of exhibits you can use to tell your stories!

## A New Model for Honoring & Inspiring Service NMCFS Exhibit Typology

The National Museum and Center for Service and its exhibition model prioritizes the participation of the visitor through the creation of tangible, interactive displays. We believe in a “remove the glass” model, meaning that the traditional form of artifacts inside ten inch-thick glass cases is ineffective in capturing the modern audience’s attention. In order for the exhibition to be engaging and effective, visitors should be able to get close to, and hopefully interact with, objects and displays. To underscore the principle that “service is everywhere” and that it can be prominently featured in and by any community, exhibits should be **inspiring, affordable, portable, locally relevant, and inclusive**.

NMCFS proposes a combination of five types of exhibits for consideration, with the understanding that there is no one right way to create an inspiring and uplifting exhibit. Communities and groups should focus on whatever works best for them. We have found the following categories of exhibits to be useful:

- A standard exhibit with texts and pictures to tell the story of what your organization does.
- A tangible and hands on exhibit with objects and manipulatives to engage visitors.
- A storytelling exhibit with a digital interface featuring stories from people who have served their communities and those who have been impacted by service.
- An interactive exhibit that would allow visitors to learn about the different ways they can serve their communities by participating in activities related to the organization’s mission and programs.
- A reflective exhibit that enables visitors to see themselves in the stories being shared, reflect on their meaning and impact, and identify ways they can serve at the conclusion of the exhibit.

Use this information to think about the different types of exhibits you can use to tell your stories!

## NMCFS Exhibit Typology

<p>A standard exhibit with text and images</p>	<p>The modern museum goer is fickle, with a very short attention span. Here, less is more. How can the images and text demand the visitor’s attention and inspire them to engage with the organization after the exhibit? What does the community already know about the organization’s history and work? What unknown information is essential to communicate through the exhibition? Text should be easily read (large, clear font) and interpreted (language of the text is easy to understand). Experts suggest that museum text be written at a sixth or seventh grade reading level to best accommodate the largest percentage of audiences.</p>
<p>A tangible, hands-on exhibit</p>	<p>An exhibit in which visitors interact with and manipulate exhibition elements in order to change the outcome of their experience. In the service context, visitors could interact with objects relevant to the service provided by the organization or challenges faced by community members that the organizations assists. For example, visitors could spend a brief amount of time carrying a 40 lb weight across the exhibit space to experience a mere fraction of the difficulty that some people have to endure to access clean water in a water scarce environment.</p>
<p>A story-telling exhibit</p>	<p>Organizations can interview members about what service means to them, why they joined this particular institution, and what they think visitors should know about the work they do. Partners and people benefiting from service can also share their stories to show how their lives have been changed by service. Videos and in person speakers are the most effective medium for these kind of interviews. At the very least, pictures of current members of the organization, as well as, people impacted, should be on display throughout the exhibit. People like to see real people.</p>
<p>An interactive exhibit</p>	<p>An exhibit that includes programming and other opportunities for participants to learn about the organization and actively take part in its mission. Examples could include writing birthday cards for foster children, assembling care packages for the homeless, donating to a charitable organization, signing up for future volunteer opportunities the in the community, etc. This will reinforce that acts of service, both small and large, are available everywhere and that “everyone can be great, because everyone can serve” (MLK).</p>
<p>A reflective exhibit</p>	<p>Exhibitions should include a space for the audience to reflect upon what they have learned, with a series of prompts and materials for written responses. A reflective portion to an exhibit gives visitors a quiet, safe space to process their thoughts. The physical act of writing promotes audience involvement, prompts visitors to remember both what they have learned and why it is important to them, as well as adds a personal element to an exhibit and helps clarify their own personal motivations for service. The desired outcome will be a “call to action” for museum goers to identify how they can best serve their communities and commit to at least one small step to be of service to others.</p>

## STEP 6 Exhibition design & fabrication

Now that you have selected your stories, decide on the format and dimensions of your exhibitions, e.g. will you use banners on walls, free standing pop up posters, projected images, stationary video displays, interactive experiences, or some combination of these? Begin creating drafts and sketches, getting feedback, making changes, getting more feedback, etc. so you have impactful stories and attractive imagery and are ready to build your physical exhibits.

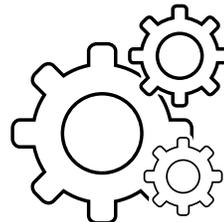


When designing your exhibits keep the following in mind:

- Use high quality images
- Limit the amount of text you use and make sure it is readable from a distance
- Let your images and visuals tell the story
- Strive for consistency in design elements, such as color, font, and imagery
- Use whitespace in your exhibit to enhance visual clarity, readability, and draw attention to key areas in your design.
- Once your mockups are complete, build out the displays yourself or find commercial vendors who can do it for you at low cost.
- Try to keep in mind factors such as resource use, sustainability, social responsibility, local vendors, etc.

### Helpful online tools for Design

- [Canva](#)
- [Adobe Express](#)
- [Kumu](#)





## Exhibition design & fabrication checklist

- Keeping your budget in mind, decide on the format and materials you will use for your display
- Decide if your exhibit will include audio or video media, any interactive experiences, opportunities for reflection, etc.
- Include how visitors can volunteer or become involved in service as part of your display
- Keep your [desired outcomes](#) in mind when you are designing your display. What do you want visitors to **know**? How do you want them to **feel**? What do you want them to **do** as a result of visiting your exhibit?
- Determine how much space your display will need and create a map or lay out for your proposed exhibit.
- Revise and finetune mockups and drafts often
- Share final mockups and proposed lay out with your host partner before you begin to build out your exhibit.
- Secure any necessary digital equipment for your displays.
- Build out your displays with your team or hire a vendor.
- Use this [worksheet](#) to help you.



Reach out to your local chapter of the Association of Independent Graphic Artists (AIGA) to find a graphic artist in your area to help you.



Consider how you can make an impact quickly, leaving visitors with a desire to learn more and where they can go to get more information.



Think about key messaging & themes for your exhibit when creating & setting up your displays. What is the main idea you want to convey?



Create an “exhibit script” that lists the images you plan to use and the text to go with them. Focus on images over text.



Try to include personal stories and oral histories where possible to bring your stories to life.



Include a call to action at the end of your exhibit, with QR codes, links, and contact info to encourage people to donate, participate, & volunteer.



Acknowledge and recognize your service partners where you can in your displays.



Scan the QR code above to check out our campus toolkits for K-12 schools and universities.

## STEP 7 Digital Storytelling

Consider adding videos to your exhibit to share personal stories of people impacted by service. This can be a very powerful technique for making your exhibit more relatable and relevant. Use this [worksheet](#) to help. Another great resource is the [Center for Digital Storytelling](#) which helps people use digital resources to tell meaningful stories.

Here are the general steps involved in digital storytelling:

- Define your story. Identify the key topic or theme of your video.
- Prepare a list of questions to guide your interview.
- Determine when and where the interview will take place. Consider such factors as lighting, sound quality, and background.
- Prepare video and photo release forms and make sure you have interviewees' written consent.
- Choose your tools. This can be as simple as a smartphone with a camera and a microphone or more professional video equipment.
- Start recording your interviews. Begin with introductions, make your interviewees comfortable, and ask your prepared questions while allowing for organic conversation and follow up questions.
- Organize your footage. Import your recorded footage and organize it in your editing software (such as iMovie or WeVideo). Label clips and key moments.
- Edit your video. Piece together your footage to create a coherent narrative. Trim unnecessary parts and arrange clips in a logical sequence.
- Watch your video multiple times. Make sure it is clear, engaging, and effectively communicates your message.
- Once you are satisfied, export your video in the appropriate format to your chosen platform (e.g., YouTube, Vimeo, Flickr, etc).

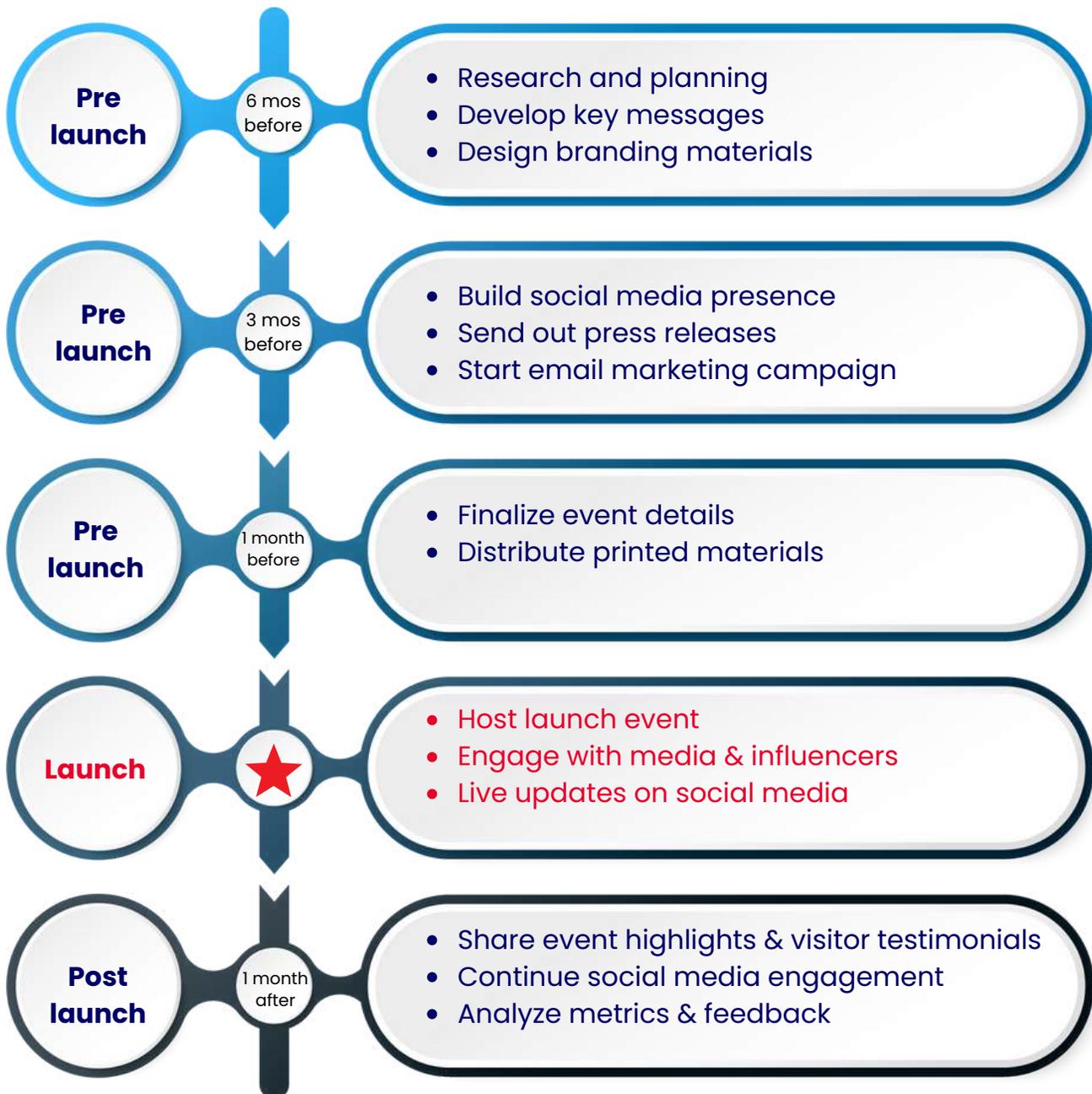


## STEP 8 Publicity & community engagement



As you get closer to your launch date, you will want to think about how you will promote your exhibition to create excitement. Keep in mind, however, that the goal is to place exhibits where people already go, which should make publicizing your exhibit much easier.

### Sample timeline to promote your exhibit





## Publicity & community engagement checklist

- Identify your target audience.
- Develop your key message.
- Design digital flyers to post online.
- Hang posters around town in key location.
- Use social media to advertise your exhibit.
- Send press releases to local media outlets.
- Check in with your partners to ensure they are leveraging their communication channels and networks.
- Engage the community with programming and events.
- Plan for an opening reception to kick off your exhibit.
- Use this [worksheet](#) to help you.





Identify your target audience and develop a plan to reach them and let them know about your exhibit.



Start promoting your exhibit early to generate a buzz. Design posters, flyers, and digital ads and place in local businesses, community centers, and online platforms.



Make sure your partners are reaching out to their members and networks to help publicize the exhibit.



Leverage various social media platforms to promote the exhibit. Share sneak peaks of the exhibit and engage with followers to reach a wider audience.



Reach out to local media outlets and provide them with key details, images, and any interesting stories related to the exhibit.



Collaborate with partners to cross-promote the exhibit. Consider hosting joint events or sharing promotional materials to reach a broader audience.



Build an email list & send out regular updates, invitations, and reminders about the exhibit. Personalize the emails to make them more engaging.



Host special events such as talks, workshops, or an opening event to engage with the community and attract more visitors to your exhibit!

## STEP 9

### Launching your exhibit & measuring impact



Now that you have done all the hard work building partnerships, putting together an inspiring and impactful display, and creating excitement, it's time to install and launch your exhibit. Make sure to have a plan in place for collecting evidence of your show's success.



#### Installation checklist

- Coordinate with venue staff for installation and set up.
- Ensure proper lighting, framing, and placement of displays to enhance impact
- Place any exhibition materials (labels, hand outs, etc)
- Use this [worksheet](#) to help.



#### Launch event checklist

- Create a timeline or "run of show" that outlines the order and schedule from start to finish for your opening event.
- Arrive early to help with set up and greet guests.
- Welcome attendees & acknowledge any guests of honor or sponsors.
- Provide context about the exhibit's theme and significance.
- Introduce any speakers or presenters.
- Conclude the reception with final remarks thanking attendees, sponsors, and volunteers.
- Use this [worksheet](#) to help.

## STEP 9

## Launching your exhibit & measuring impact



### Monitoring & evaluation checklist

- Monitor daily attendance numbers.
- Collect visitor feedback (through surveys, comment cards, questionnaires, etc.).
- Analyze reach and audience demographics.
- Monitor media coverage (newspaper articles, online reviews, interviews, etc.).
- Document successes, challenges, and lessons learned for future reference.
- Use this [worksheet](#) to help.



Install your display in a way that creates a cohesive narrative within the exhibit.



Document the installation process with photographs or videos for archival and promotional purposes.



Encourage networking and engagement among attendees at your opening and events.

## STEP 10 Sharing & sustaining your stories

**Congratulations on going through all the steps for launching your exhibit!** You have created an enduring display celebrating service that can be easily moved to reach even more members of your community. It can be reused and placed in new locations to inspire others or in some cases given to the people whose stories are being told.

Consider how you will rejuvenate and refurbish your exhibit over time. The goal is to make these exhibitions enduring and constantly renewing and updating with new stories and new types of exhibitions. Establish a structure to annually replenish membership in the service exhibition working group and, on an ongoing basis, refresh and renew the exhibits with new stories. Use this [worksheet](#) to help you.

Continue to champion service by registering your exhibit with the National Museum and Center for Service. We have set up a site for groups like yours to show where museums of service are popping up around the country.

Click on this [link](#) to register your exhibit!

**Thank you** for taking the time effort to celebrate service in your community! People like you are helping to unify America through our shared value of service. It is the best of who we are and fundamental to keeping our union and democracy strong.



## Best practices for experiential design

Courtesy of [Photon Factory](#)

### Experiential Design Checklist

A great experience is built upon many layers of consideration. Here are 14 thought starters.

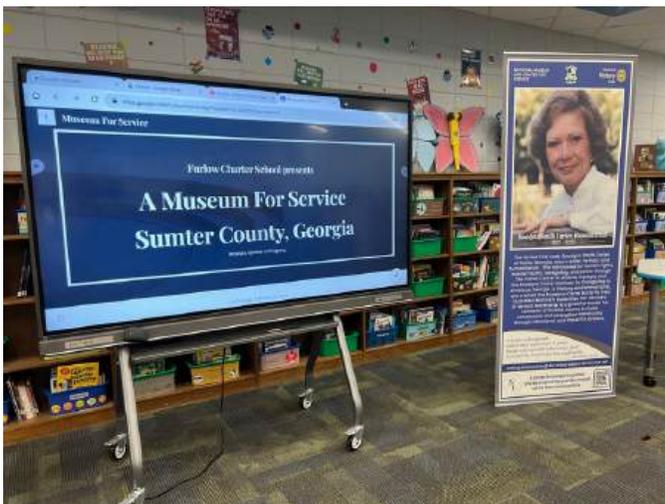
1. **Have a North Star** - A guiding concept to guide the project.
2. **Design the journey** - Pre experience/Experience/Post Experience
3. **Make it irresistibly shareable** - Plan great photo opportunities.
4. **Consider your place in time** - What is the experience like during the day? At night?
5. **Think of Longevity** - How will it evolve over time?
6. **Design an Active experience** - Primary. The main attraction.
7. **Design a Passive experience** - Secondary, tertiary. Like a resting state when no one is interacting with it. Or easter eggs to discover.
8. **Know your audience** - Reflect their needs or desires in the experience.
9. **Location** - Honor the history of the space and land you're on.
10. **Personalization** - Acknowledge your guest in a unique and direct way.
11. **Accessibility** - Design for all bodies and senses.
12. **Sustainability** - Where will your materials go when you're done?
13. **Takeway/Action Step** - Invite participation during and after. How can your guest extend the experience into the world?
14. **There are always more considerations....**

## Sumter's Museum for Service Furlow Charter School

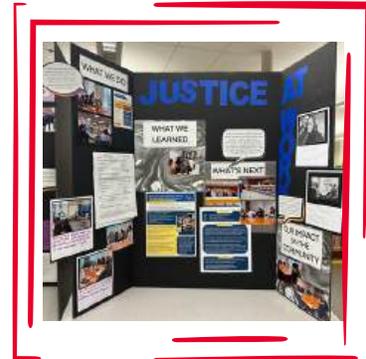


Addison, responsible for the Rosalyn Carter exhibit, is seen here by the butterfly garden she planted which added her school to the Rosalyn Carter Butterfly trail.

Service learning scholars at Furlow Charter School in Sumter County, Georgia have created a museum to honor service and servant leadership in their county. The students research and write for all exhibits in the museum. Inductees to the museum include Rosalyn Carter, Sheriff Eric Bryant, and Americus Police Chief Mark Scott.



## Student Service Exhibitions John R. Lewis High School



John Lewis High School in Springfield, Virginia hosts exhibitions twice a year to celebrate students who have taken action to create positive change. The exhibits are student led projects that include stories of learning and growth that connect students with the broader community through acts of service.



**Georgia Southern University  
Office of leadership & community engagement**



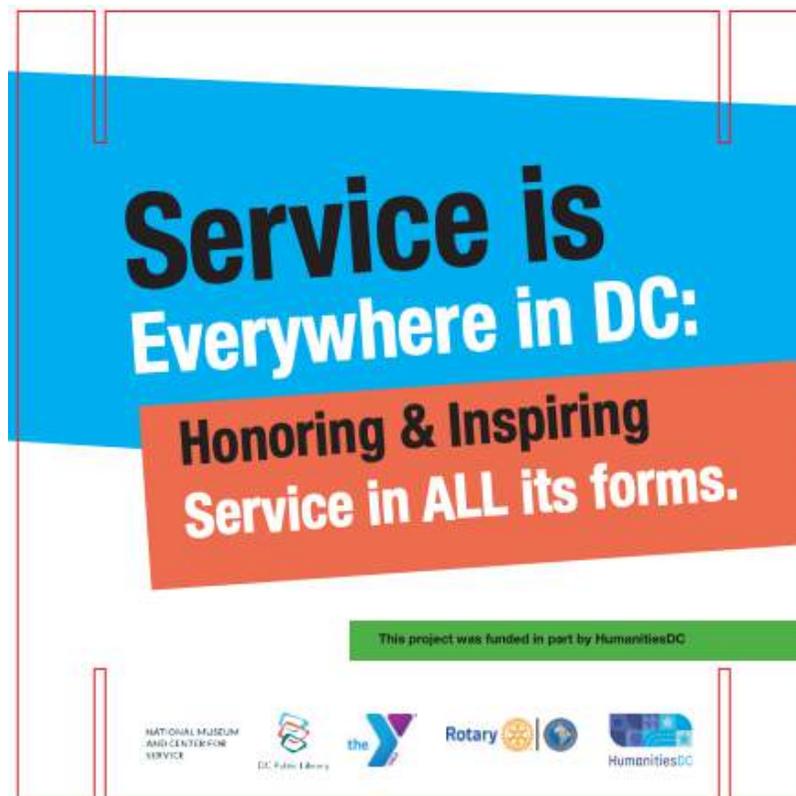
The **Campus Museum of Service** at Georgia Southern University recognizes and celebrates service by honoring members within their community who contribute within and beyond the classroom walls. Honorees represent students, staff, faculty, community partners, and alumni who have a positive impact on the community and inspire others to serve.

In 2021 the Office of Leadership began to include guest speakers with a passion and reputation for service as part of National Volunteer Month. The next year, a partnership was established with the Office of Alumni Relations to bring in alumni speakers who carry this passion.

# COMING SOON

*Stay Tuned*

Photos from our very first community service exhibit opening in January 2025 at the DC Public Library will be added to this page.



# Sample Plans

## MONITORING & EVALUATION PLAN

Service is Everywhere in DC  
*Honoring & Inspiring Service in ALL its Forms*

NATIONAL MUSEUM AND CENTER FOR SERVICE

DEC 2024



[CLICK HERE](#) 

## COMMUNICATIONS PLAN

Service is Everywhere in DC  
*Honoring & Inspiring Service in ALL its Forms*

NATIONAL MUSEUM AND CENTER FOR SERVICE

AUG 2024



[CLICK HERE](#) 

# Community Museums of Service Workbook

.....  
*Inspire others today!*  
.....

**A step by step guide  
for creating community  
service exhibits**

**The 10 Steps**

<b>Step 1</b> - Getting started: understanding your <i>why</i>	<a href="#"><b>page 3</b></a>
<b>Step 2</b> - Picking & collaborating with your partners	<a href="#"><b>page 4</b></a>
<b>Step 3</b> - Picking places for your exhibit	<a href="#"><b>page 6</b></a>
<b>Step 4</b> - Prep work and planning for your exhibit	<a href="#"><b>page 7</b></a>
<b>Step 5</b> - Select service stories to share	<a href="#"><b>page 14</b></a>
<b>Step 6</b> - Exhibition design & fabrication	<a href="#"><b>page 16</b></a>
<b>Step 7</b> - Digital storytelling	<a href="#"><b>page 17</b></a>
<b>Step 8</b> - Publicity & community engagement	<a href="#"><b>page 18</b></a>
<b>Step 9</b> - Launching your exhibit & measuring impact	<a href="#"><b>page 19</b></a>
<b>Step 10</b> - Sharing & sustaining your stories	<a href="#"><b>page 20</b></a>

**Step 1: Getting started worksheet**  
**Understanding your why**

Click [here](#)  
to review  
Step 1



Think about the role service has played in your life and answer the following questions. You can also use this worksheet with your team as an opening activity to better understand the personal connections to service among your group.

**1**

Have you witnessed, or participated in an act of service in your community that you will always remember? What happened and who was involved?

**2**

What inspires you to serve? What types of service are you involved in?

**3**

How has service strengthened your community and made your life better?

**Step 2: Picking your partners worksheet**  
**Brainstorming possibilities**

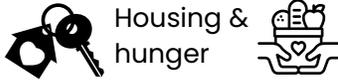
Click [here](#)  
to review  
Step 2

Start by listing all of the service organizations or nonprofit groups in your area that you can think of. Remember doing good comes in many forms. Teachers, nurses, firefighters, volunteers, election officers, etc. are all giving back to their communities. It may help to organize your thinking around types of service. For example, youth related organizations or nonprofit groups, senior services, housing, education, faith-based groups, etc. Once you have identified potential groups, begin to think about who you would like to partner with and begin reaching out to see if they are interested in joining you.

List as many local groups as you can working in the following areas:



Youth & education



Housing & hunger



Service Clubs



Disasters & emergencies



Seniors



Health & wellness



Environment

Other (there are so many more possibilities!)

**Step 2: Picking your partners worksheet**  
**Assigning team roles**

Click [here](#) to review Step 2



Once you have your partners in place, assemble your core working group, assign roles, and select a regular meeting day and time. Use this sheet to help you.

Role	Responsibilities	Name & Contact Info
Project Lead		
Project Manager		
Design Lead		
Communications Lead		
Monitoring & Evaluation Lead		
Partner Rep		
Partner Rep		
Partner Rep		

## Step 3: Picking places worksheet

Click [here](#)  
to review  
Step 3

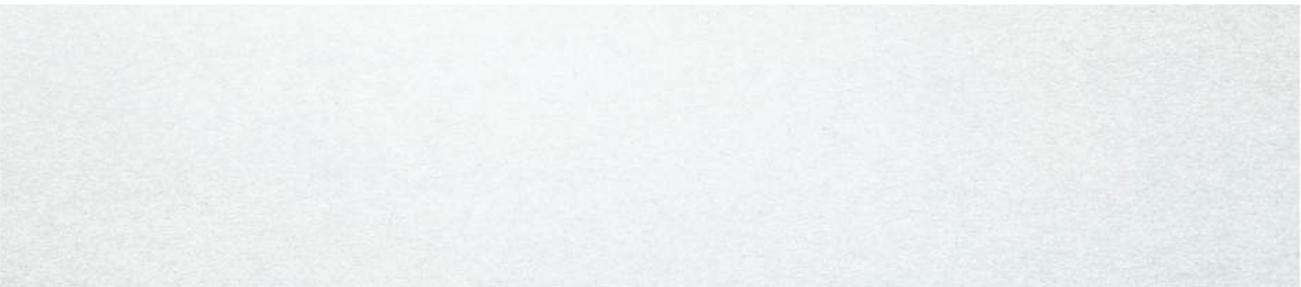
Take some time with your team exploring your community to identify physical areas or spaces where exhibits of service might be located. You might discover all kinds of interesting and creative possibilities in your town or city for holding your exhibit. To find places think in terms of:

- Gathering spaces where residents and visitors already often go, such as libraries, community centers, etc.
- Spaces that have a connection to, or are providing an important service to the community, such as the local YMCA or recreational centers.
- Spaces that showcase the unique spirit and history of your community, such as local history museums and cultural sites.

List your ideas here:



Set up a time to meet with potential hosts and select a place for your exhibit. Write the location & point of contact for your exhibit venue here:



**Step 4: Prep work & planning worksheet**  
**Goals & desired outcomes**

Click [here](#)  
to review  
Step 4

With your team, discuss the following:

**Vision & goals:** What is the purpose & vision for your exhibit? What big ideas or key messaging about service do you hope to share? Who do you want to reach?

**Desired outcomes:** Think about the impact you hope your exhibit will have. Refer to the [sample desired outcomes](#) in the Toolkit for inspiration.

What are some things you want visitors to **KNOW** that they may have not known before?

How do you want visitors to **FEEL** when they interact with your exhibit and after they leave?

What would you like visitors to **DO** during their visit and after they leave?



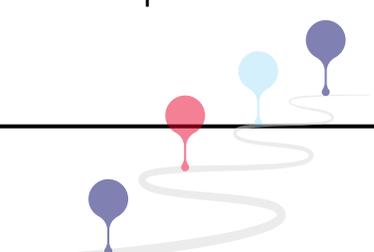
**Step 4: Prep work & planning worksheet**  
**Creating a timeline**

Click [here](#) to review Step 4

Think about key milestones and tasks for your exhibit and create a timeline to help map out your project. Work your way backward from your target opening date as you build out your plan.

Below is a sample timeline for an exhibit over the course of 8 months. Your exhibit may take more or less time, depending on its complexity and scope.

**Sample exhibit timeline**



<b>Timing</b> 	<b>Milestones</b> 	<b>Key tasks</b> 
7-8 months before opening  Months 1 & 2	Building support & setting the date & place	<ul style="list-style-type: none"> <li>• Brainstorm service groups in your community &amp; invite partners to join you.</li> <li>• Identify core team members &amp; key decision makers.</li> <li>• Clarify expectations with partners.</li> <li>• Assign roles &amp; responsibilities.</li> <li>• Determine how often your group will meet.</li> <li>• Explore spaces &amp; venues in your area.</li> <li>• Meet with potential hosts for your event.</li> <li>• Select your venue &amp; pick a target date for your opening.</li> </ul>
7 months before opening  Month 2	Getting plans in place	<ul style="list-style-type: none"> <li>• Outline your vision and goals for your exhibit.</li> <li>• Identify desired outcomes.</li> <li>• Create a project timeline.</li> <li>• Develop a budget.</li> <li>• Create a fundraising plan, if needed.</li> </ul>

**Step 4: Prep work & planning worksheet**  
**Creating a timeline**

Click [here](#) to review Step 4

**Sample exhibit timeline continued**

<b>Timing</b> 	<b>Milestones</b> 	<b>Key tasks</b> 
5-6 months before opening  Months 3&4	<u>Content Selection</u>	<ul style="list-style-type: none"> <li>• Brainstorm compelling stories that are inspiring, inclusive, and relevant to your community.</li> <li>• Identify a mix of stories that focus on the diversity of people and organizations that show the positive impact service has had.</li> <li>• Select stories that can be displayed in an exhibit that is affordable &amp; portable.</li> <li>• Begin to think about programming and events to complement your exhibit.</li> </ul>
3-4 months before opening  Months 5&6	<u>Exhibition Design</u>	<ul style="list-style-type: none"> <li>• Decide on the format &amp; materials you will use for your display, keeping your budget in mind.</li> <li>• Decide if your exhibit will include audio or video media, any interactive experiences, or opportunities for reflection.</li> <li>• Consider ways to include how visitors can volunteer or become involved in service as part of your display.</li> <li>• Create draft mockups and sketches.</li> <li>• Determine how much space your display will need &amp; create a layout plan.</li> <li>• Revise and fine tune mockups &amp; drafts.</li> <li>• Share final mockups &amp; proposed layout with your host partner before you begin to build out your exhibit.</li> </ul>

**Step 4: Prep work & planning worksheet**  
**Creating a timeline**

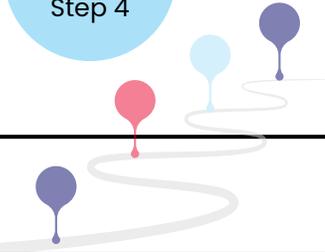
Click [here](#)  
to review  
Step 4

**Sample exhibit timeline continued**

<b>Timing</b> 	<b>Milestones</b> 	<b>Key tasks</b> 
1-2 months before opening  Months 5&6	<u>Exhibition fabrication</u>	<ul style="list-style-type: none"> <li>• Secure any necessary digital equipment for your display</li> <li>• Make sure you get any necessary media release forms signed for photos or images used.</li> <li>• Build out displays yourself or hire a commercial vendor.</li> </ul>
2 months before opening  Months 5&6	<u>Publicity &amp; outreach</u>	<ul style="list-style-type: none"> <li>• Identify your target audience.</li> <li>• Plan for an opening reception to kick off your exhibit.</li> <li>• Create an invitation list for your opening.</li> <li>• Map out details for any other events you will host to engage the community.</li> <li>• Design digital flyers to post online.</li> <li>• Work with local service groups to get the word out about your exhibit.</li> </ul>
1 month before opening  Month 7	<u>Monitoring &amp; evaluation</u>	<ul style="list-style-type: none"> <li>• Develop a plan for how you will measure success.</li> <li>• Decide what data you will collect to determine success.</li> <li>• Map out how you will collect that data.</li> </ul>

**Step 4: Prep work & planning worksheet**  
**Creating a timeline**

Click [here](#) to review Step 4



**Sample exhibit timeline continued**

<b>Timing</b> 	<b>Milestones</b> 	<b>Key tasks</b> 
1 month before opening  Month 7	<u>Delivery &amp; installation</u>	<ul style="list-style-type: none"> <li>• Coordinate with venue staff for installation and set up.</li> </ul>
1 month before opening  Month 7	<u>Publicity &amp; outreach</u> <u>Part 2</u>	<ul style="list-style-type: none"> <li>• Use social media to advertise your exhibit.</li> <li>• Send press releases to local media outlets.</li> <li>• Hang posters around town in key locations.</li> <li>• Send out invitations, including RSVP details for opening event</li> <li>• Draft a timeline or “run of show” that outlines the order &amp; schedule from start to finish for your opening event.</li> <li>• Confirm speakers (if any) &amp; provide them with guidelines &amp; time limits for their presentations.</li> <li>• Confirm catering services for food and beverages (if applicable).</li> <li>• Arrange for a photographer and/or videographer to capture highlights of the event.</li> <li>• Coordinate with media outlets for event coverage or press releases.</li> <li>• Assigned roles &amp; responsibilities to event staff &amp; volunteers.</li> </ul>

**Step 4: Prep work & planning worksheet**  
**Creating a timeline**

Click [here](#) to review Step 4

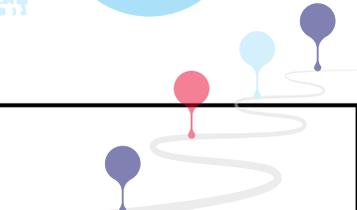
**Sample exhibit timeline continued**

<b>Timing</b> 	<b>Milestones</b> 	<b>Key tasks</b> 
24-48 hours before opening	<u>Delivery &amp; installation</u>	<ul style="list-style-type: none"> <li>• Ensure proper lighting, framing, &amp; placement of displays</li> <li>• Arrange any additional exhibition materials (labels, brochures, etc.) in designated space.</li> <li>• Test audio visual equipment.</li> <li>• Review “run of show.”</li> </ul>
Opening Day  	<u>Opening Event</u>	<ul style="list-style-type: none"> <li>• Arrive early to help set up registration area for checking guests in and distributing name tags</li> <li>• Welcome attendees &amp; acknowledge any guests of honor or sponsors</li> <li>• Introduce any speakers or presenters.</li> <li>• Conclude the reception with final remarks thanking attendees, sponsors, and volunteers.</li> </ul>

**Step 4: Prep work & planning worksheet**  
**Creating a timeline**

Click [here](#)  
to review  
Step 4

Use this template to create your own project timeline.

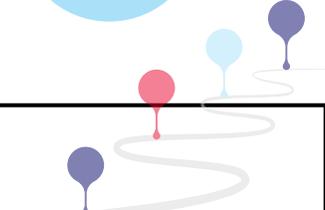


Timing 	Milestones 	Key tasks 

**Step 4: Prep work & planning worksheet**  
**Creating a timeline**

Click [here](#) to review Step 4

**Blank Project Timeline**



Timing 	Milestones 	Key tasks 

**Step 4: Prep work & planning worksheet**  
**Developing a budget**

Click [here](#)  
to review  
Step 4

Try to use existing resources or readily available and affordable materials to keep your exhibit costs low. Inventory resources among your team, both in terms of skills, e.g, graphic design, video production, writing, carpentry, etc., and physical assets or equipment, e.g., spare digital projectors, available graphic art supplies, spare laptops, etc.

**Budget Template**

<b>Exhibition Expenses</b>	<b>Amount</b>	<b>Description</b>
Display materials		E.g, mounted posters, retractable banners, etc.
Graphic design & fabrication		
Printed brochures/fliers		
Photography & videography		Professional photos & videos of art work & programming
Shipping & installation		
Insurance		
Programming Costs		E.g., honorariums for speakers & community events.
Opening reception		
<b>Total exhibition expenses</b>		

**Step 4: Prep work & planning worksheet**  
**Developing a budget**

Click [here](#)  
to review  
Step 4

**Budget Template**

<b>Exhibition Income</b>	<b>Amount</b>	<b>Are funds confirmed or pending?</b>
Partner organizations		
Corporate sponsorships		
Grants		
In kind services/donations		
<b>Total exhibition income</b>		<i>This amount should be equal to the exhibition expenses.</i>



**Step 4: Prep work & planning worksheet**  
**Developing a fundraising strategy**

Click [here](#)  
to review  
Step 4

A fundamental principle of our model is that exhibits are affordable and created using existing resources and talent from the service organizations whose stories are being told and who will be able to keep the displays once the exhibition ends. If you do hope to receive additional funding from outside sources, you may want to consider putting together a simple fundraising strategy for your exhibit using the steps below.

1. Determine your fundraising goal
2. Identify potential donors who support service
3. Diversify your outreach to include individuals, foundations, corporate support, etc.
4. Develop strategies for each prospect by deciding:
  - a. The best person on your team to reach out.
  - b. Approach you will use (telephone call, letter, visit, email).
  - c. What your case for support message will be
  - d. What your ask level is.
  - e. Timing.
  - f. Follow up.
5. Develop a plan for acknowledging gifts and recognizing donors in public.

\*A great resource is *Fundraising Basics: A Complete Guide* by Barbara Ciconte and Jeanne Jacob, 2009.

Here's where you can use your desired outcomes to help show the impact you hope to have with your exhibit and why others should support this effort.

Brainstorm potential donors here:



**Step 5: Identifying & selecting stories worksheet**

Click [here](#) to review Step 5

Use this worksheet to help capture potential story ideas with your team.



Story Idea	Type of Community Service	People & partnerships involved	Programming ideas & possible speakers

**Step 5: Identifying & selecting stories  
worksheet**

Click [here](#)  
to review  
Step 5

Story Idea	Type of Community Service	People & partnerships involved	Programming ideas & possible speakers

**Step 5: Identifying & selecting stories worksheet**

Click [here](#) to review Step 4

Once you have identified potential stories, meet with your team to select the stories you want to include in your exhibit. Begin to think about what type of exhibit you will use to tell these stories: a standard exhibit with texts and images, a tangible exhibit with props and manipulatives, a storytelling exhibit with videos, an interactive exhibit with activities, or a reflective exhibit that asks visitors to think about what they are viewing, or some combination of all of these?

You and your team can use the worksheet below to help make your selections. Have each team member complete a worksheet for each story topic and select the five stories they find the most compelling. Identify those stories that have been rated the highest by the most team members to begin to narrow down your selections.

<p><b>Brief description of service story</b></p>	<p>Do you think this story/topic could be translated into an exhibit that meets the following criteria:</p> <p><input type="checkbox"/> Inspiring                      <input type="checkbox"/> Affordable</p> <p><input type="checkbox"/> Inclusive                        <input type="checkbox"/> Portable</p> <p><input type="checkbox"/> Locally relevant</p>
<p>Which type of exhibit do you think works best for this story?</p> <p><input type="checkbox"/> Standard                      <input type="checkbox"/> Interactive</p> <p><input type="checkbox"/> Storytelling                      <input type="checkbox"/> Reflective</p> <p><input type="checkbox"/> Tangible/hands on</p>	<p>What suggestions do you have for resources, speakers, and/or programming related to this story?</p>

**Step 5: Identifying & selecting stories**  
**Selecting stories worksheet**

Click [here](#)  
to review  
Step 5

Make enough  
copies for  
each story  
you are  
reviewing

<p><b>Brief description of service story</b></p>	<p>Do you think this story/topic could be translated into an exhibit that meets the following criteria:</p> <p><input type="checkbox"/> Inspiring                      <input type="checkbox"/> Affordable</p> <p><input type="checkbox"/> Inclusive                        <input type="checkbox"/> Portable</p> <p><input type="checkbox"/> Locally relevant</p>
<p>Which type of exhibit do you think works best for this story?</p> <p><input type="checkbox"/> Standard                      <input type="checkbox"/> Interactive</p> <p><input type="checkbox"/> Storytelling                      <input type="checkbox"/> Reflective</p> <p><input type="checkbox"/> Tangible/hands on</p>	<p>What suggestions do you have for resources, speakers, and/or programming related to this story?</p>

<p><b>Brief description of service story</b></p>	<p>Do you think this story/topic could be translated into an exhibit that meets the following criteria:</p> <p><input type="checkbox"/> Inspiring                      <input type="checkbox"/> Affordable</p> <p><input type="checkbox"/> Inclusive                        <input type="checkbox"/> Portable</p> <p><input type="checkbox"/> Locally relevant</p>
<p>Which type of exhibit do you think works best for this story?</p> <p><input type="checkbox"/> Standard                      <input type="checkbox"/> Interactive</p> <p><input type="checkbox"/> Storytelling                      <input type="checkbox"/> Reflective</p> <p><input type="checkbox"/> Tangible/hands on</p>	<p>What suggestions do you have for resources, speakers, and/or programming related to this story?</p>

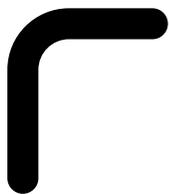


**Step 6: Exhibition design & fabrication worksheet**

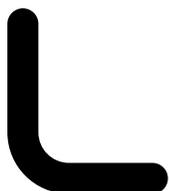
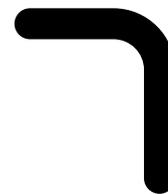
Click [here](#) to review Step 6

Now that you have selected your stories, consider the following questions to help you get started designing your exhibit:

- ▶ What are some possible titles for your exhibit?
- ▶ What are the key sections or themes you want to include in your exhibit?
- ▶ What visuals and/or text do you want to include in each section?
- ▶ What other artifacts or items do you have for your exhibit?
- ▶ What materials will you use for your exhibit? Banners, pop up posters, foam core, etc?



**Sketch your layout here:**



**Step 7: Digital storytelling worksheet**

Click [here](#)  
to review  
Step 7

**Interview details**

Interviewee name:  
Date of interview:  
Interview location:  
Interviewer name:

Use this worksheet to  
help structure interviews  
for storytelling exhibits.

**Interview Objectives** (check all that apply)

- Understand the interviewee's background & expertise
- Gather insights on specific topics/themes
- Capture personal stories or anecdotes
- Obtain quotes for use in content creation
- Other (specify)

**Prepared questions**

- 1.
- 2.
- 3.
- 4.
- 5.

**Interview structure**

- Introduction: brief introduction of the interviewee and purpose of the interview.
- Main questions: sequence of questions/topics to cover during the interview.
- Make note of key quotes and stand out moments.
- Closing: wrap up and thank interviewee

**Technical set up**

- Check audio/video equipment (microphone, camera, lighting)
- Test internet connection stability (if conducting the interview remotely)

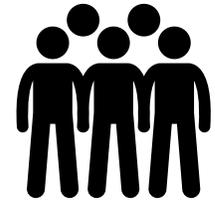
**Post Interview Actions:**

- Review recording for clarity and quality.
- Transcribe interview (if necessary)
- Extract key insights or quotes for use in content creation.
- Send a thank you note or follow up message to interviewees.



## Step 8: Publicity & community engagement worksheet

Click [here](#)  
to review  
Step 8



**Start date of communications campaign:**

**Target audience & key messaging:**

**Milestones & deadlines** (insert target dates for completion)

- Social media and email marketing schedule:
- Press release distribution:
- Opening event planning:

Use this worksheet to help you create excitement about your exhibit.

### Marketing channels

Social media

- Platform(s) (e.g., Instagram, X, Facebook, etc.):
- Content type (e.g., exhibit preview, interviews, etc.):
- Schedule (e.g. daily posts, event announcements, etc.):

Email marketing

- Type (e.g., invitation, newsletter, etc.):
- Audience segmentation (e.g., community service leaders, volunteers, etc.):
- Send frequency:

Press releases and media outreach

- Targeted publications:
- Interview opportunities:

Physical Marketing

- Flyers, posters, brochures:
- Venue signage:

Collaborations & partnerships

- Local service organizations:
- Local businesses:

EXAMPLE

CLICK HERE 

### Community engagement opportunities

- Special events or programming related to the exhibit:

### Opening event

- Invitations & RSVP management:
- Catering (if applicable):
- Any entertainment or presentations scheduled:

### Marketing budget

- Printing materials:
- Event promotion (e.g. opening reception):
- PR and media relations:
- Other expenses:



## Step 9: Launching your exhibit & measuring impact worksheet



Click [here](#)  
to review  
Step 9

### Exhibition title:

### Dates & duration of exhibit:

### Installation details:

- Delivery date:
- Installation date:
- Technical needs (e.g., outlets, wiring, lighting):
- Physical needs (e.g., pedestals, hanging equipment, display stands, tools, etc.):
- Dimension & type of materials to be installed (e.g., banners, posters, etc.):
- Location and layout for the display:

### Launch event/opening reception

- Date & time:
- Invitation list & VIPs:
- Caterer

### Sample run of show

- Set up and logistics - coordinate with venue staff for any last minute adjustments and test audio visual equipment.
- Welcome and greet guests as they arrive.
- Introduction and opening remarks.
- Presentation/speakers.
- Closing remarks.
- Event evaluation-collect feedback from attendees through surveys or informal discussions.
- Clean up and debrief with your team to discuss successes and challenges.

### Measuring success

How will you determine if your show was a success? What indicators or criteria will you use to evaluate impact? How will you collect the data?

Sample criteria may include:

- The number of visitors to your exhibit.
- Basic demographics of visitors, e.g., age and ethnicity
- Surveys or interviews that ask visitors about their experience. Did they learn something new? What did they like the most about their visit? Are visitors more likely to engage in or support service themselves?

Sample data collection methods may include: surveys, questionnaires, interviews, QR codes, observations, etc.

EXAMPLE

CLICK HERE



## Step 10: Sharing & sustaining your stories worksheet

Click [here](#) to review Step 10

**Congratulations** on launching your service exhibit! Register your exhibit [here](#) to help show how communities all across America are celebrating and honoring service in ALL its forms. Use this worksheet to help you rejuvenate and refurbish your exhibit over time.

### Exhibit refresh plan

Purpose of the refresh

- Enhance visitor experience.
- Update content to reflect current trends or themes in service.
- Increase engagement with target audience.
- Promote specific providers & volunteer opportunities.

### Steps

- Recruit new members to your working group. Set up an annual meeting for renewing membership and recruiting new members.
- Evaluate current service displays and their relevance. Identify potential additions or replacements. Allocate budget for refreshment activities.
- Set up new displays and update exhibit layout. Review exhibit flow and visitor experience. Implement marketing activities to promote the refreshed exhibit.
- Post refresh evaluation. Collect feedback from visitors during and after the exhibit. Evaluate visitor satisfaction and experience. Compare attendance and engagement with previous exhibits. Assess the impact of the changes made during the refresh. Plan for ongoing maintenance and updates.

