

COMMUNITY MUSEUMS OF SERVICE TOOLKIT

Prep work & planning worksheet Goals & desired outcomes

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.

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?

