AMERICANS AND THE HOLOCAUST

WHAT DID AMERICANS KNOW?

WHAT MORE COULD HAVE BEEN DONE?

Tour Logistics

Sarah Ostman and Kaileen McGourty
ALA Public Programs Office

Agenda

- Definitions
- Project Timeline and Cohorts
- Grant Support Materials
- Reports
- Programming Allowance
- Exhibit Shipping
- Publicity and Sponsorship Materials
- ALA Connect

Definitions

- **Project Director:** The person at your library that is serving as the primary contact for this grant
- **Tour:** The two-year period (2024-2026) that the exhibition is traveling the country
- **Host Period:** The six-week period that the exhibition will be at your library
- **Cohort:** A group of libraries (usually four, sometimes three) that share the same host period. Cohorts meet twice, virtually, in the months leading up to their host period ("cohort calls").
- **Grant Support Materials (GSM):** A set of webpages with resources about hosting the exhibition
- **AATH, USHMM, ALA PPO**

Project Timeline and Cohorts

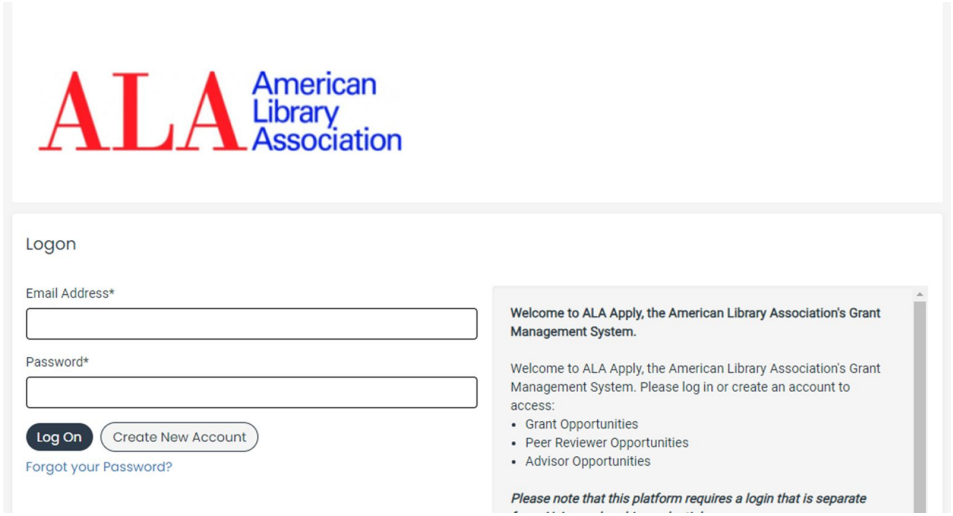
Grant Support Materials

- General Information
- Logistics: Shipping, Installation, and Reporting
- Exhibition Background and Key Messages
- Programming Requirements
- Programming Resources for Libraries
- Related USHMM Resources
- Related ALA Resources
- Publicity and Sponsorship Materials

www.ala.org/tools/programming/USHolocaustMuseum/grantsupport

General Information

- Table of Contents
- Questions/Contact Information
- Tour Itinerary
- Exhibition Discussion Group — ALA Connect
- Grants Management Platform — ALA Apply
- Grant Acceptance Form Review
- Programming Allowance — Payment Process and Allowable Expenses
- Insurance



Reports

- **Pre-Exhibit Report**
  - 8 weeks before host period starts
  - Includes schedule of programs and proof of insurance
- **Condition Report**
  - Within 48 hours of unpacking exhibition
  - Noting condition of exhibition components
  - Anything missing or seriously damaged, contact ALA immediately.
- **Final Report**
  - 3 weeks after host period ends
  - TIP: review final report before programming begins

Programming Allowance

Full list of allowable and prohibited expenses on the General Information page of GSM. Examples include:

- Allowable - refreshments, staff training, speaker honoraria.
- Prohibited - alcohol, exhibition insurance, political contributions, indirect costs (i.e., general administrative costs).

Allowances will be issued in January of the year you will begin hosting, except for two instances:

- Cohorts 1 and 2 start hosting in 2024. Payments will be issued in Spring 2024.
- Cohorts that begin in January/February of each year can select to be issued payment in the year prior (e.g. for a host period that starts Jan. 2026, you may request payment in Jan. 2025 instead of Jan. 2026).

Logistics

- Table of Contents
- Key Dates Timeline and Checklist
- Exhibit Shipping and Receiving
- Exhibition Set-up
- Reporting
- Evaluation
- Photos and Videos of Exhibit/Programs

Cohort 1 (Host period 9/3/24 through 10/15/24)

KEY DATES TIMELINE

COHORT CHECK-IN CALL 1	4/15/2024
OPEN FIELD TRIP/TOUR CALENDAR FOR BOOKING	June 2024
COHORT CHECK-IN CALL 2	July 2024
PRE-EXHIBIT REPORT DUE	7/9/2024
LAST DATE TO ORDER PUBLICITY MATERIALS	7/21/2024
DELIVERY WINDOW	8/24/2024 - 9/2/2024

Exhibit Shipping FAQs

When will the exhibit be delivered to my library?

On a weekday, during regular business hours, during the 10-day delivery window leading up to your host period.

Will the truck driver bring the exhibit inside and set it up?

No, the drivers will remove the crates from the truck and load them into your dock/door area. Set-up doesn't require heavy lifting equipment, but multiple people will be needed.

When will the exhibit be picked up from my library?

Pick up will occur on a weekday, during regular business hours, during the 10-day pick-up window following your host period.

My host period ends on [DATE]. When does the exhibit need to be packed and ready for the shipper to pick it up?

The exhibit needs to be ready to be picked up the day after your host period ends, the first day of the pick up window. It may not be pick up on this date, but it should be prepared by this date.

Publicity and Sponsorship Materials

- Table of Contents
- Graphic Materials
- Promotional Materials
- Press Materials
- Photos and Videos of your Exhibit/Programs
- Materials for Patrons
- Credit Statements
- Sponsor Materials

PUBLICITY ORDER FORM >

Designs for Printed Materials

SEE EXAMPLES HERE >

- Hanging Banner (960 x 300 px, 4 x 8 printed)
- Bookmarks (PDF, 2 x 6, five bookmarks per page)
- Doorhanger (PDF, 4.5 x 11)
- Exhibit flyer (PDF, 8.5 x 11)
- Exhibit poster (PDF, 11 x 17)
- Exhibit sandwich board sign (PDF, 24 x 36)
  - Protest design
  - Statue of Liberty design
- Exhibit postcard (PDF, 4 x 6)
- Program flyer (PDF, 8.5 x 11) – Protest or Statue of Liberty

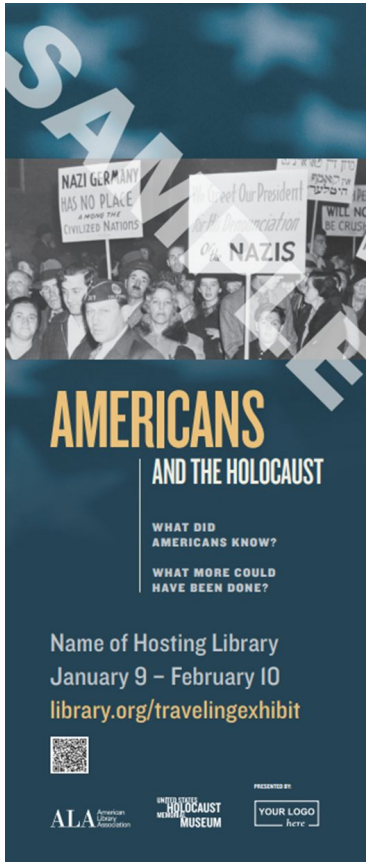
Highly Customized Designs for Printed Materials:

- Calendar listing 1 (PDF, 8.5 x 11)
- Calendar listing 2 (PDF, 8.5 x 11)
- Invitation/reply card set (PDF)

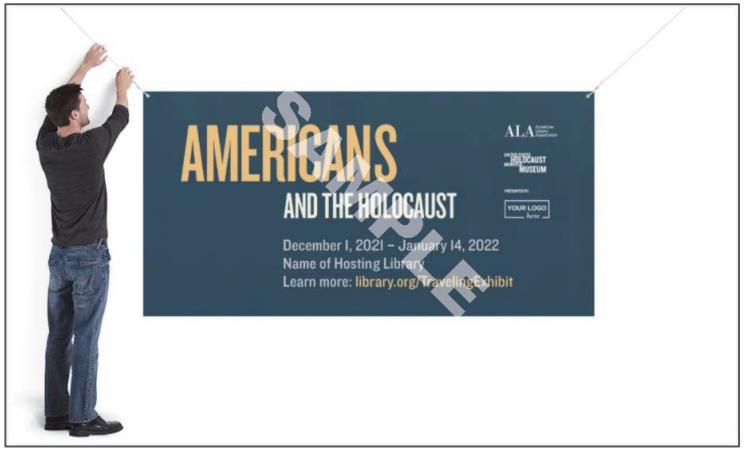
Web Images

Customizable Graphics / Signage

Wayfinding signage



Door hanger



Hanging banner

Publicity Order Form

Our designer will customize pieces with:

- Your library's logo
- Exhibition dates
- Website URL
- And more

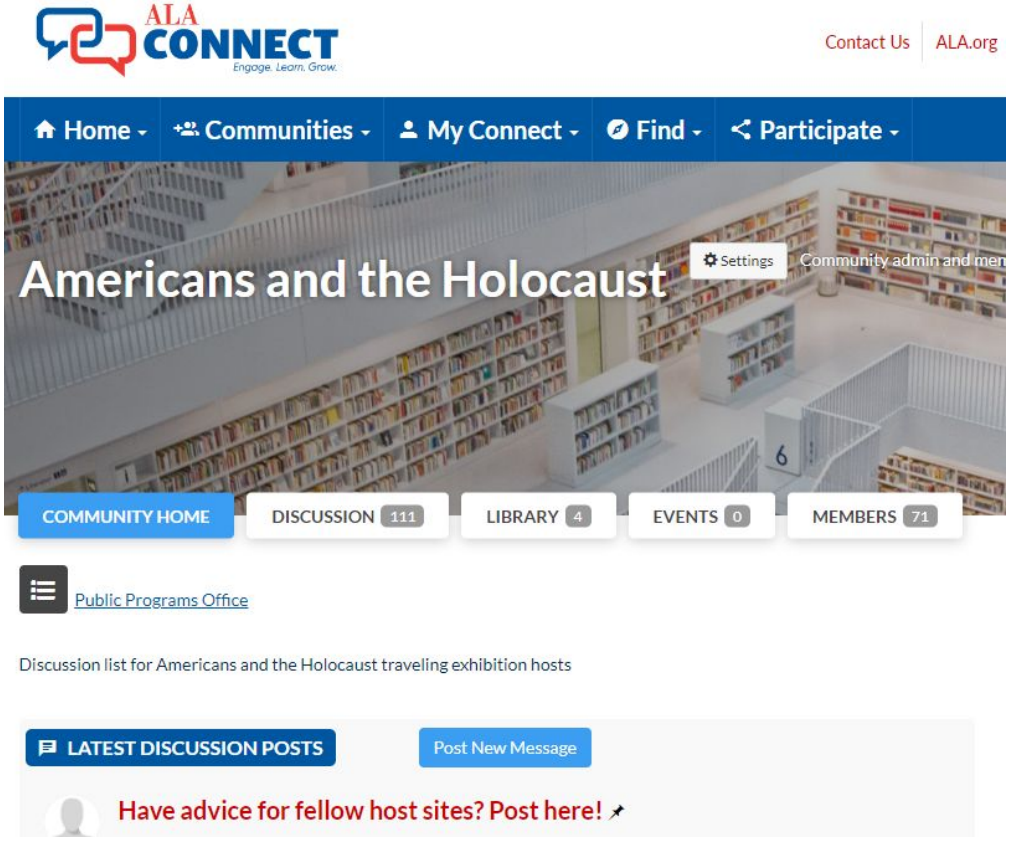
Order Form link is in the Graphic Materials section of the Publicity and Sponsor Materials page.

ALA Connect: Discussion Platform

Discussion board platform with all project directors in tour 2 and some from tour 1!

Steps Next Week:

- Check if I have an account.
- If not, make an account.
- Login to accept Terms & Conditions.



Questions During the Tour?

www.ala.org/tools/programming/USHolocaustMuseum/grantsupport

Still need help? Contact publicprograms@ala.org.

AMERICANS AND THE HOLOCAUST

WHAT DID AMERICANS KNOW?

WHAT MORE COULD HAVE BEEN DONE?