Appendix 2: HOW TO LOBBY POLITICIANS: INTERNSHIPS

**Do’s and don’ts when organising an internship for a politician**

1. If there are more museums in your city interested then try to work together. Divide who invites which politician or make a joint offer to the city council.
2. Let the intern really work, take the politician serious in his/her role as an employee.
3. Don’t just show things or give a tour, above all don’t give a (powerpoint) presentation.
4. Choose work activities that really represent the key values of the museum.
5. Choose work activities that match the personal or political interest of the politician.
6. Don’t approach the politician with (financial) requests or issues (you may do that another time).
7. Consider making a video (with a simple handycam or hiring a professional filmmaker). This is good for the museum, the politician and the citizens. Make arrangements on how the material can be used.
8. Make sure you are ‘feeding’ the politician throughout the day with interesting facts and figures on visiting numbers, schools, volunteers.
9. Involve your employees and volunteers in the preparations for the politicians’ internship and make the goal of this day known to everyone.
10. Invite the politician personally for the next event or exhibition opening.
11. Aim for a pleasant day, a nice schedule and a lunch together with the employees.