



Thank you for your support of the 390th Memorial Museum! We know you have the passion, and now you have the resources! Becoming a successful Ambassador for the Museum does not require you to have a degree in marketing, but you do have to have an understanding of the 390th Memorial Museum, its goals and the role it plays in the local community and with the community of veterans and descendants.

Below you will find information, elevator speeches and even templates for social media posts to help advocate for the Museum. We ask that you take some time to review our website to have a good grasp on the Museum's events and programs.

First, let's start with the basics you should know:

Mission Statement

The 390th Memorial Museum honors and memorializes those veterans who provided ground support and flew the B-17 in the 390th Bombardment Group of the Eighth Air Force in WWII. The Museum serves as a window on the air war over Europe by the 390th and related Bomb Groups in that conflict, educating the public on the 390th Bomb Group's service and sacrifice in the cause of freedom.

History of the 390th Bomb Group

In the spring of 1943, the 390th Bomb Group (H) was activated in Blythe, California with four squadrons: the 568th, 569th, 570th, and 571st. In July, the Group's air and ground troops were assigned to the 8th Air Force and dispatched to Suffolk, England for missions over Europe. The 390th's B-17 Flying Fortresses bombed aircraft factories, bridges and oil refineries. A total of 714 airmen sacrificed their lives in the cause of freedom

Elevator Speech

Have a chance to talk with someone about the 390th Memorial Museum and the PastFuturePresent campaign? Here are a few talking points for you to use!

30-second Elevator Speech

The story of the 390th Bomb Group is the story of Americans in WWII. Each deeply personal veteran experience reflects the sacrifices made by service members and their families. The 390th Memorial Museum is working every day to preserve these stories of our shared past for our collective future. In the present, we need your support! Your contribution of time, money or materials to the collection will help the Museum to build and support a dynamic rotating exhibit program and a robust child and family education program.

Social Media

With membership that is spread across the country and around the globe, social media is an important way to stay connected and build community! This relies on our members using social media to promote the Museum, to amplify our mission and reach out to new members.

Even if you don't use social media, you can still help the Museum by providing photos and stories we can use to reach out to veterans, descendants and those passionate about our mission. Check out the information below on participating in our social media campaign!

“I am not on social media.”

Even if you are not on social media, you can still help the Museum by provide a #WhyIGive story or #Unselfie image to the Museum for use in the campaign. See a description of each below, and send your story or unselfie to Kate at kkeszler@390th.org.

- #WhyIGive: What inspires you to give back? Have you given time, donated money or goods, or shared skills that made a meaningful impact? Is there a moment or event that changed your understanding of generosity? Who is the most generous person you know and how has that person influenced you?
- #Unselfie: To mark this #GivingTuesday, celebrate the powerful positive role that giving plays in our world by sharing your own #Unselfie and challenging your friends to do the same! To take an unselfie, write on a piece of paper the cause you're supporting on Giving Tuesday, hold the piece of paper in front of your face and snap an unselfie!

“I am on social media! Now what?”

If you are on social media, please consider supporting the Museum with your voice! The following is meant to help you use social media like a pro to help promote the PastFuturePresent initiative and get folks excited about GivingTuesday. First things first:

- Follow the 390th Memorial Museum's Facebook, Instagram, Twitter and LinkedIn accounts
 - Facebook: <https://www.facebook.com/390thMMF>
 - Instagram: @390thmmf
 - Twitter: @390thMem
 - LinkedIn: <https://www.linkedin.com/company/390th-memorial-museum-foundation>
- Like, comment on and share posts about GivingTuesday
- Invite family and friends to like and follow the Museum's social media accounts

Here are a few sample social media posts. Each of the following messages will be most effective if accompanied by an image.

Before Giving Tuesday

- The 390th Memorial Museum raised \$7,810 on #ArizonaGivesDay! Will you help the Museum blow that out of the water on #GivingTuesday?
- Save the date: #GivingTuesday is December 3rd this year!
- I give to the 390th Memorial Museum in Tucson because [*enter your personal reason*]. #WhyIGive #GivingTuesday

Day Of Giving Tuesday

On the day of the event, please share a message like one below. You can also share updates on our campaign progress throughout the day.

- Today is the day to make an impact. The 390th Memorial Museum needs your help to tell the story of the 390th Bomb Group in WWII. Consider making a donation today! <https://390th.org/give/>
- Today is #GivingTuesday! You can make a financial contribution, donate to the Collection, or pledge your time as a volunteer. Visit <https://www.facebook.com/events/1923063857838741/> to learn more!
- Join me and donate to the 390th Memorial Museum for #GivingTuesday!

Questions, comments or ideas? Email Kate at kkeszler@390th.org!