

## Association of Independent Museums

### AIM E-News Early February Edition 2017 – Number 100 – **EXTRACTS**

#### AIM NEWS

##### AIM Launches Collection Care Audit Scheme For Smaller Museums

AIM has just launched a new scheme in partnership with [Icon](#) to enable small museums to undertake a basic, professional collections care audit. The audits will be carried out by an accredited conservator to help smaller AIM members (museums with up to 20,000 visitors a year) identify key issues and priorities for their museum.

Funded by the Pilgrim Trust, the scheme will support museums to care for their collections more effectively and efficiently in the long-term, to meet the standards required for Accreditation and will give museums the option to undertake an audit before making a full application to the AIM Collections Care Grant Scheme. Applications are now open with a closing date of 31 March. Further information: [AIM Collections Care Audit Scheme](#)

##### Grants For Attending AIM National Conference 2017

AIM is offering members the opportunity to apply for an AIM Training Grant to attend conference. The deadline for AIM training grant applications is 17 April and applications up and until that date will be dealt with on a first come first served basis. Please be aware that the fund is limited and early applications are recommended. [AIM Training Grants](#).

For Welsh museums, The Federation of Museums & Art Galleries of Wales is offering grants under its Training and Conference Grant programme to enable museum staff (paid or volunteers) in Wales to attend. For more information, visit: [Grants For AIM Conference From The Federation Of Museums & Art Galleries Of Wales](#)

##### Digital News To Support Your Organisation

Most of us now use social media to promote our work – but how can you be sure you are getting it right? Brand 24 have recently published a useful guide to help you get your digital comms back on track: [Brand 24](#). If you need any help or ideas for your social media, don't forget that there is an AIM Success Guide on this very subject: [AIM Successfully Getting Started With Social Media](#). And if you are wondering if email or direct mail is best to stay in touch with your supporters and stakeholders, [Fundraising UK reported this week that an infographic by Bournemouth-based agency Proactive](#) shows that direct mail and printed marketing literature is still popular.

##### Museum-School Forum And Networking Event

This event builds on the publication of a report on [My primary school is at the museum](#) a project led by King's College London which tested the hypothesis that there may be beneficial learning, social and cultural outcomes for children and their families if a significant portion of their nursery, Key Stage 1 and Key Stage 2 education takes place in a museum or gallery – not to mention benefits for the cultural organisations themselves. The forum is aimed at museum and gallery learning and education staff, UK school teachers and education specialists. Runs 7 March [Museum-School Forum And Networking Event](#) **Cost is £40**