



SHOP SUNDAY

Sunday 28 November 2021

Frequently Asked Questions

What's Museum Shop Sunday all about?

Museum Shop Sunday is an international annual event celebrating the shops and products which play a vital role in helping arts, culture and heritage attractions to thrive, offering:

- **Original, Design-led Shopping** - museum and gallery shops now offer designer homeware and exclusive gifts that cannot be found anywhere else, including quirky bespoke ranges, beautiful gift books and ethically sourced items. All your Christmas shopping dilemmas solved in one go!
- **Shopping with a Conscience** - by shopping at your local museum, gallery or cultural attraction, you are actively contributing to its future sustainability and success. You're also helping to support small businesses, independent suppliers and artisan makers.
- **A Meaningful Experience** - a fun and relaxing shopping experience (the very opposite of Black Friday which falls on the same weekend!).

How will it benefit my organisation?

- **Boost your income** – in previous years participants have reported increases of up to 68% in sales, 55% in footfall and 49% in average transaction value
- **Attract new audiences** – showcase your products and your venue to new customers
- **Boost awareness** – increase media coverage and social engagement by being part of an international campaign.

We want to get involved but don't know where to start! What do we do?

First of all, plan your event or promotion for the day – ideally something that will attract publicity in the run-up to the day and appeal to both new and existing customers. A combination of two or three activities can work really well – perhaps a craft demonstration or book signing, a food or drink tasting, a competition or prize draw and a free gift with selected purchases.

Highlight what makes shopping at your venue unique – whether it's bespoke gifts, ethical sourcing or locally crafted products with stories linked to your organisation.

How do I promote my Museum Shop Sunday activities?

Use the [marketing toolkit](#) to create web banners, posters and social media posts for your event. Promote to your customers via your website and on social media using #museumshopsunday and #shopunique.

Share your plans and your beautiful shop and product images with us so we can help you promote your event via the Museum Shop Sunday website and social channels. Email your images to joanne@culturalenterprises.org.uk

How do I get buy-in from my organisation?

Although Museum Shop Sunday is now in its fifth year, many of your colleagues may be unaware of it or have other priorities. Use the key messages listed on page 1 to explain the objectives and how it will benefit your organisation.

Museum Shop Sunday provides your shop floor staff with a great platform to engage with customers, as the team at Historic Royal Palaces found:

“Our lucky dip and chocolate tasting put customers in a great shopping mood, creating buzz and excitement in the shop. The chocolate tasting helped drive sales and the whole event helped staff to approach and engage with customers more confidently.”

We don't have the time or resources to get involved – what do we do?

- **Consider outsourcing.** Approach your suppliers to see if they could contribute a competition prize or run an in-store event such as a craft demonstration or product launch on the day.
- **Pool your resources.** Approach other local venues to see if you could join forces to create a Museum Shop Sunday fair, or a joint promotion incentivising customers to visit all your shops in one day.

- **Use the freebies!** Use the free resources in the [marketing toolkit](#) to promote your events on your website, in-store and on social media.

We're not a museum! Is it still relevant for us?

Yes! Museum Shop Sunday is all about promoting cultural retail – whether that's in a museum, gallery, historic house, cathedral, theatre, arts centre, library or zoo. If you're a non-profit cultural attraction, Museum Shop Sunday is for you.

We don't open on Sundays so we can't take part – can we?

Yes you can! You could look at running an online promotion instead, or why not consider a special Sunday opening, even it's just for a couple of hours? As an out of the ordinary event it's sure to attract attention from your local audience, as Chippenham Museum discovered:

“It was a huge success – despite only being able to open for a few hours we took our highest takings for the whole year! Promoting our Museum Shop Sunday special opening gave us an opportunity to promote our shop and products to our local audience, enabling many shoppers to discover us for the first time. With the extra media attention we noticed an uplift in sales in the build up to the event as well as on the day itself.” – Claire Selman, Chippenham Museum

We have our own brand identity and can't use other logos – does this matter?

Museum Shop Sunday is a campaign, not a brand – so of course it's fine to use your own organisation's branding to promote your activities. However, if you do have an opportunity to use the Museum Shop Sunday logo, then please do as it helps build national consumer awareness of the campaign.

We don't have access to our organisation's social media channels – how we can use social to promote Museum Shop Sunday?

Try to get buy-in from your marketing team (or whoever controls your social media channels) by selling the benefits to them. Museum Shop Sunday is a great story around a really key shopping weekend, and makes for some interesting and engaging content.

I'm a supplier – how can I get involved with Museum Shop Sunday?

Talk to your customers to see if you could support an in-store event on the day such as a craft workshop, product launch or book signing. This works really well for both you and the venues you supply to:

“We had a really good day. All our offers were very successful, and having Alison Gardiner with us, sharing her artwork and signing her gift boxes, proved that adding the personal touch increases sales.” - Alison Adams, Mary Rose Museum

For further information please visit www.museumshopsunday.org.uk

Follow Museum Shop Sunday on:   

Museum Shop Sunday is brought to you by the [Association for Cultural Enterprises](#) in partnership with the [Museum Store Association](#) based in Washington, DC and the [Museum Shops Association of Australia and New Zealand](#).