



SHOP SUNDAY

Sunday 29 November 2026

Shop with Purpose

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. With over **2,200** venues worldwide taking part, it's an ideal opportunity to showcase your fantastic shops, products and the stories behind them with some great messages:

- **Original, Design-led Shopping** – discover gorgeous and unique gifts and homewares 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!
- **Shop with Purpose** – 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.

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, your venue and your mission to new customers
- **Boost awareness** – increase media coverage and social engagement by being part of an international campaign.

“Museum Shop Sunday gives us a great opportunity to engage with our customers at a time when we’re normally closed and remind them that their support helps keep us on track.”

– Helen Webb, North Yorkshire Moors Railway

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, prize draw or 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 posts for your event. Promote to your customers via your website and on social media tagging your posts with **#MuseumShopSunday** and **#ShopwithPurpose**.

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 saw a big spike in online sales as a result of our Museum Shop Sunday offer, and loved being part of a nationwide celebration of cultural retail through the social channels.”

– Laura Pryke, Kettle’s Yard

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

Yes you can! You could run an online promotion instead – even if you don’t have an online shop you could still run a social media campaign with some simple posts highlighting your shop and products. Alternatively 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 on the Sunday, we took our highest takings of the whole year! 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

How do I get buy-in from my organisation?

Use the key messages listed on page 1 to explain the objectives of Museum Shop Sunday to your retail, marketing and front of house teams to get them on message and excited about getting involved!

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 logos in the [marketing toolkit](#) to promote your events on your website, in-store and on social media.

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. It can also feed into the aims and values of your wider organisation as these participants have found:

“One of the main benefits of Museum Shop Sunday was as a conversation piece – it helped us to chat about our charity and mission to champion the writer in every child.”

– Louise Treloar, Grimm & Co

“The nature of Museum Shop Sunday ties in well with our brand values, so we were able to have features in several main organisation marketing areas, rather than just on our shop channels.”

– Charlie Wainwright, The British Library

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

Talk to your customers to see if you could host an in-store event on the day such as a craft workshop, product launch or book signing. This can work 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

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#MuseumShopSunday #ShopwithPurpose**

Museum Shop Sunday is brought to you by the [Association for Cultural Enterprises](#) in partnership with the [Museum Store Association](#) based in the US.