



The New Jersey State Council on the Arts, New Jersey Historical Commission, New Jersey Department of Human Services, and the New Jersey Department of Health

## **Families First Discovery Pass Program Guidelines**

Reach new constituents and build new relationships in your community by offering discounts through the ***Families First Discovery Pass*** program.

### **Participating Organizations:**

To be a part of this program, organizations will voluntarily offer free or steeply discounted admission to any bearer of a New Jersey-issued Families First card (Families First branded electronic benefits transfer card) or a New Jersey-Issued WIC Identification Folder.

Eligible discounts are:

- For regular admission, during all normal operating hours, or for every regular season performance, to be used at any time.
- Available to the WIC recipients, Families First card holder, and the cardholder's family/household.
- Offered through the regular admissions process, or redeemable in the same manner that other discounts at the organization are.

Organizations decide on the extent of the discount for themselves – the admission price, if any, and the number of people that the discount extends to per card. Special performances or exhibits may be exempt from the discount – if there is an extra fee or upcharge, organizations are not obligated to offer a discounted rate. Organizations may limit the number of spots available to Families First card holders, if there is limited capacity for admissions, a class, or performance.

A few examples of eligible discounts:

- Admission FREE for 2 adults and 2 children.
- Tickets \$2 per person, up to 6 people.
- 30 tickets put aside per performance: \$5 each, 2 per card. Subject to availability – tickets will be released if the show sells out.
- Automatic qualification for financial aid, tuition will vary.
- \$2 per adult with Families First or WIC Folder, visitors under 18 are always free.
- One class per family for \$10 each semester, pending sufficient enrollment.
- All programs 75% off listed price, two people per Families First card or WIC Folder.
- Free admission, always, to everyone.

Organizations must also:

- Agree to link to a listing of their discount and visitation information on the Department of Human Services', the Department of Health's, the State Arts Council's, and the Historical Commissions' websites, and in printed materials.
- Offer the discount until at least June 30, 2020, as listed on the program's marketing materials.
- Train box office or admissions staff ahead of implementing the Families First Discovery Pass discount to make the transaction and entry process as smooth as possible.
- Collect usage and attendance information, and report on it by July 31, 2020, including the number of times the discount was used - how many adults and how many children attended with the discount, and how participation in this program impacted your organization's ability to reach new community members. (Free entry organizations are exempt from attendance count requirement, but are still asked to submit anecdotal program impact information.)

**The New Jersey State Council on the Arts, the New Jersey Historical Commission, the Department of Human Services and NJ Department of Health will provide:**

Promotion of the program to families participating in New Jersey benefits programs via:

- Web list of participating organizations linked through The Council's, Historical Commissions', and Department of Human Services' websites
- Posters that will be up at all benefits offices, Child Care Resource and Referral agencies, food pantries/banks, and libraries.
- Press releases, social media posts, and materials put out by the New Jersey State Council on the Arts, New Jersey Historical Commission, the Department of Human Services, and the Department of Health.

Training:

Training materials will be provided for admissions staff about customer service and inclusion as it pertains to this program, and with a broader definition of accessibility - available in May 2019.

**How do I sign up?**

Make sure that your organization meets the minimum requirements listed above, and then [submit your information via this online form.](#)

Registration is rolling, however, materials and the websites are updated according to the below deadlines. For participation in FY20, sign-up by May 1<sup>st</sup>, September 15<sup>th</sup>, or January 15<sup>th</sup>.

If you have any questions about this program, or want to discuss ideas for discounts, program implementation and front line staff training, please contact:

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