



Families First Discovery Pass Quick Reference Page for Participating Organizations

This information should be reviewed by visitor services/box office staff as well as the person designated as the organization's primary contact for the program.

ABOUT THE PROGRAM

The Families First Discovery Pass Program is a partnership between the New Jersey State Council on the Arts, the New Jersey Historical Commission, the New Jersey Department of Human Services, and the New Jersey Department of Health. It ensures the state's best cultural and educational experiences are accessible to low-income residents.

Our goal is to recruit art and history organizations to participate from all across New Jersey – including museums, theatre companies, community arts and music schools, historic sites, libraries and more. The entire list of participating organizations, their locations, discounts, websites and details is posted on the [Families First Discovery Pass website](#) and updated three times a year.

The Department of Health and the Department of Human Services will directly market the program to their benefit recipients through direct outreach, mailings, email blasts, posters in libraries, food banks, and county benefit offices throughout the state. A flyer will be available to all participating organizations. We are working to update the flyer and will get a digital file to all participating organizations as soon as possible. You are welcome to display and distribute the flyer in order to promote your organization's participation in the Families First Discovery Pass program.

HOW IT WORKS

Visitors use their Families First card or eWIC card to identify they are eligible for a discount or free admission/registration; the card is not for payment.

WHY ORGANIZATIONS SHOULD PARTICIPATE

We have heard from organizations that they are trying to reach new and socio-economically diverse communities and audiences. This program will provide direct promotion to benefits recipients in the state, bringing new audiences to experience their programs. There are approximately 450,000 people in the state receiving benefits at any given time. The direct outreach and promotion to those 450,000 people will help introduce new culture consumers

to the arts and history organizations in New Jersey who are seeking to bring in new audiences.

AN ORGANIZATION'S POLICIES

The Families First Discovery Pass discount must be available any time, granted to the adult individual holding the card, and administered in the same way other discounts at the organization are (For instance, the same way a patron might ask for a “AAA card discount”, they should be able to ask for and receive the “Families First Card discount”). However, the extent of the discount, and the number of people that the discount extends to per card, is up to each participating organization to decide. We encourage all participating organizations to extend the offer to at least two people.

Organizations may choose to offer extra perks on top of admission, such as free membership, priority for scholarships, or snacks.

Organizations' free programs – and those that offer free admission - are a great fit for the Families First Discovery Pass program, too.

Please be sure your staff are fully trained on how to administer the discount your organization submitted to the program. If your offer includes a discount code, make sure that your website/ecommerce systems are programmed to accept the code.

UPDATING YOUR OFFER

The offers listed on the [Families First Discovery Pass website](#) are the original offers that were submitted through the survey monkey application. If you need to change a code, web link, or a specific offer you can email a change request to Mary Eileen Fouratt (maryeileen.fouratt@sos.nj.gov). Registration is rolling, however, materials and the websites are updated according to a series of deadlines. For participation in the 2022-2023 program, sign-up by October 14th, January 31st, or May 1st.

We also recommend that you have a place on your website where you can direct users to check for the most current information regarding your Families First Discovery Pass offer.

If your organization's offer will remain the same throughout the year, there is no action you need to take. We will continue making your offer unless you submit a new offer via email of the survey. If your organization needs to be removed from the list of participating organizations, please email maryeileen.fouratt@sos.nj.gov.

TRACKING USAGE

Organizations will need to report on the use of this discount. We will be asking you for a report due August 2, 2023:

- How many adults attended?
- How many children attended?
- Brief anecdote from staff or visitors re: the impact of the program on audiences.
- Feedback from staff to State Agencies regarding implementation of program.

Free entry organizations will only be asked to submit the brief narrative anecdotal program impact information.

FAQ ON HOW IT WORKS

Who is eligible for free or discounted tickets/admission/services through the program?

Participating organizations must extend the discounted rate to individuals and families that have a NJ eWIC Card and/or a Families First Card. Both programs issue one card per household. Therefore, the name on the card may not be the person who requests the discount.

The Families First card is the card on which individuals and families receiving income, food, and child care assistance receive their benefits. The eWIC Card is the process by which the WIC Program (Women, Infants and Children) provides benefits to pregnant and breastfeeding women, and children up to the age of five.

The discount must extend to the adult individuals attending, not only children. It is likely that patrons will visit your organization or attend your event with someone, so please consider extending the discount to cover at least two people.

What does the New Jersey Families First card look like? Does it have the cardholder's photo on it?



New Jersey Families First cards do not have photos on them.

Also know that there is usually only one card issued per household, so the name on the card may not be the individual who requests the discount. It could happen that a two-parent family of four receives SNAP benefits, and the parent who is bringing their child(ren) to your venue is not the person named on the card. Therefore, we do not recommend you ask for a photo ID in addition to the Families First card.

What does the eWIC card look like?



NJ eWIC cards do not include a photo. Like the Families First Card, there is usually only one eWIC card issued per household, but benefits extend to an entire family. Therefore, we recommend you do not ask for a photo ID in addition to the eWIC card.

Do patrons use the Families First or eWIC cards as payment?

No. The Families First and eWIC cards are simply used by their bearers as identification, showing that they are eligible for the discounted rate. They must use a method the organization accepts to pay (e.g. cash, credit card, check, etc.). (Again, like a AAA Card discount...)

Can organizations accept a Families First card over the phone, or through an online ticketing system? Do they have ID numbers?

Yes, it is possible to set-up a system to accept the Families First Discovery Pass discount virtually. Some organizations may select to have a discount code – ie. “FFDP.” They may

advertise this discount and code on their website, or if they are afraid it will be abused by the general public, they can choose to only share the code with Families First cardholders via the Families First website. They should include the discount code when they sign-up for this program.

Alternatively, all Families First cards start with the same six digits...**610434**. Places that require a code could say “enter the first six digits of your Families First Card Number.” They should not ask for the entire card number, as that must remain confidential per the contract with the State’s card vendor.

Organizations with more questions are encouraged to contact:

Mary Eileen Fouratt, New Jersey State Council on the Arts
maryeileen.fouratt@sos.nj.gov | 609-984-6815

Niquole Primiani, New Jersey Historical Commission
niquole.primiani@sos.nj.gov | 609-943-3307

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