



## Hanford Mills Museum

Explore More! Partner Promotion Program

51 County Highway 12, East Meredith, NY 13757

January 27, 2026

**Dear Explore More! Partner,**

Hanford Mills Museum's **Explore More!** regional promotions program has successfully operated through hanfordmills.org since 2021, serving as a vital platform for cross-promoting the unique assets, businesses, and non-profit organizations in our area.

We have been pleased to offer this opportunity at no cost to partners for the past five years, with the program being primarily funded by the museum, supplemented by grant support. To ensure the continuity and strength of this important service, we must now address two key challenges:

1. **Funding Sustainability:** Increased competition for grant funding—driven in part by the elimination of many federal programs—has put additional pressure on our resources, making the sustaining of a free program increasingly difficult.
2. **Digital Strategy Investment:** In July 2024, Google implemented a major core update to its search functions that significantly impacted the visibility and positioning for both organic and paid traffic globally. To keep Explore More! highly effective, we require dedicated resources to execute **comprehensive SEO revisions and strategic web updates in 2026.**

We are reaching out to ask for your partnership and financial support as we transition to an annual contribution model for **Explore More! in 2026**, allowing us to fund these critical operational and strategic needs.

We understand that many local organizations are navigating financial challenges. Therefore, we request a modest annual fee of **\$100** to offset the operational costs and support our strategic updates. If \$100 is a constraint for your organization, a contribution of **\$50** would also be deeply appreciated.

We have outlined the significant value (including over **70,000 ad impressions** and your inclusion on one of the **top 10 most-viewed pages** on our website) and detailed payment instructions on the accompanying flyer.

We sincerely hope you will choose to continue our valuable partnership. Contributions for the 2026 program must be received by **February 28, 2026.**

Thank you for your consideration. We look forward to continuing our successful work together and wish you the best for the New Year.

Sincerely,

**Kajsa Harley**, Executive Director  
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