



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 2025-2026

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 or registration to any bearer of a New Jersey-issued Families First card (Families First branded electronic benefits transfer card), a New Jersey eWIC card (WIC branded electronic benefits transfer or EBT card).

Eligible discounts are:

- For regular admission, during all normal operating hours, or for every regular season performance, to be used at any time.
- For virtual events and experiences.
- Available to WIC and Families First cardholders and their families/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 or registration 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.

Some examples of eligible discounts:

- Free admission and/or virtual programming, available to everyone. *Ideal if your organization already offers free admission or programming.*
- Admission FREE for 2 adults and 2 children.
- Discounted or free registration for virtual events, workshops, performances, etc.
- 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 card or eWIC card, 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 eWIC card.

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.
- 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 August 1, 2026, including how many adults and how many children attended or registered online 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 State partners will provide:

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

- Web list of participating organizations linked through all State partners' websites.
- Direct marketing for the program on relevant client materials and at all benefits offices, food pantries/banks, and libraries.
- Distribution of press releases, social media posts, and materials.
- A guidance document for staff will be emailed to your organization upon registration.

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 a series of deadlines. For participation in the 2025-2026 program, promotional materials will be updated three times per year – in November, January, and May - listing all current participating organizations and their discount information.

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

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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.

