



# **Getting to Know Arts NC and Local Advocacy**

**Nate McGaha**

Executive Director  
Arts North Carolina



# Overview

- ❑ **Arts North Carolina**
  - ❑ **History & Goals**
  - ❑ **Who We Are**
  - ❑ **Our Partners**
  - ❑ **What We Do**
- ❑ **Local Advocacy**
  - ❑ **Local Arts Councils**
  - ❑ **Networking & Communication**
  - ❑ **Public Speaking & Proclamations**
  - ❑ **Surveys & Events**
- ❑ **Questions & Discussion**



**Nate McGaha**  
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# What term best describes you?

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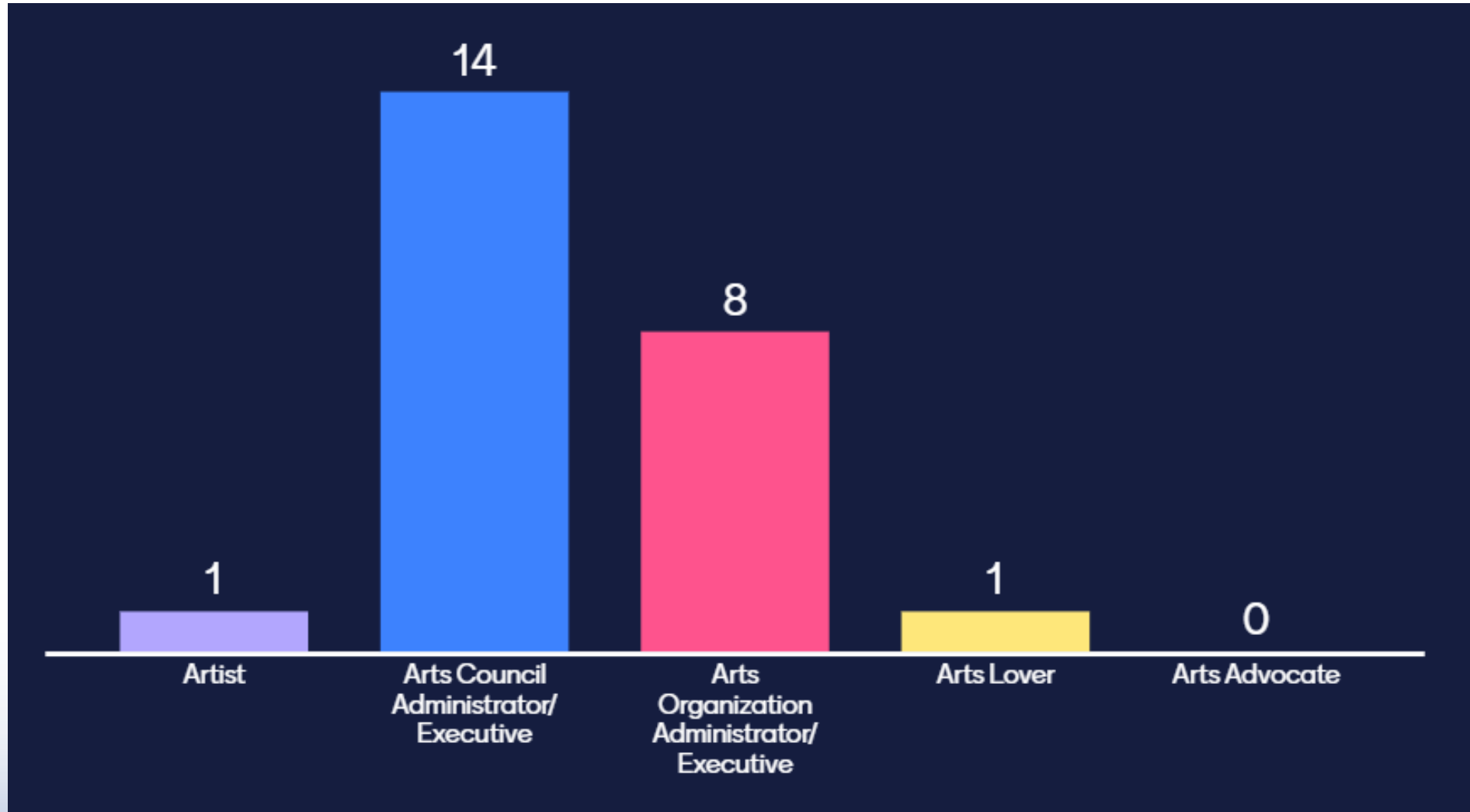
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- Artist
- Arts Council  
Administrator/Executive
- Arts Organization  
Administrator/Executive
- Arts Lover
- Arts Advocate



# What term best describes you?





## OUR MISSION

**Uniting people and communities to strengthen and celebrate a creative North Carolina**

## OUR VISION

**A vibrant North Carolina where the arts are embraced by all as indispensable.**





# Arts NC Brief History



[www.artsnc.org](http://www.artsnc.org)



**1974: North Carolina Association of Arts Councils**, founded as a 501(c)3.

**1983: Arts Advocates of North Carolina** founded in 1983 as a 501(c)4.

**1987: Hired first Executive** Director of North Carolina Association of Arts Councils.

**1993: Renamed Arts North Carolina** and expanded to nonprofit arts industry.

**1997: Arts Advocates of NC merged with Arts North Carolina** for advocacy, networking, and services.

**2000: New focus on advocacy**, distribution of information, and promotion of the arts sector.

**2008: Arts Education** advocacy was added to mission.

**2012: Professional Lobbyist** hired for the first time.





# Arts NC Goals

- 1) Leadership:** Arts NC works collaboratively and inclusively statewide to identify and champion the most critical arts advocacy issues for North Carolina.
- 2) Advocacy:** Arts NC develops strong and influential relationships with advocates, community leaders, and elected officials to promote understanding of the valuable contributions the arts make to a vibrant North Carolina.
- 3) Diversity, Equity, Inclusion, & Access:** Arts NC works to amplify voices that have not been part of the conversation while prioritizing leadership, engagement, and inclusion in the arts of historically and systematically overlooked, marginalized, or excluded communities.
- 4) Organizational Strength:** Arts NC focuses on its long-term sustainability by investing in organizational capacity and relevancy.





501(c)3, private non-profit organization

North Carolina's only statewide arts advocacy organization



Memberships:  
42% Organizations  
14% Individuals

5% Grants,  
15% License Plates,  
23% Sponsors & ARTS Day





# Advocacy Definitions

- **Advocacy:** Support for a cause or idea (policy, position, person, etc.).
  - **Communication in support** of cause or idea.
- **Lobbying:** Action to influence policy, position, person, etc.
  - **Specific request or action** for a desired outcome.
- **Activism:** Vigorous campaigning for policy, position, person, etc.
  - Often advocacy/lobbying that **makes others uncomfortable.**





# Advocacy & Lobbying Work Together



**Grassroots:**  
Connecting to Elected Officials  
  
Network of hundreds of organizations and thousands of advocates

**Professional Lobbyist:**  
  
Ken Melton  
Andy Chase  
Sherry Melton

**Election Engagement:**  
  
Candidate & Voter Engagement  
Election Resources



# Arts NC Staff

## Executive Director- Nate McGaha

- ❑ [Nate@ArtsNC.org](mailto:Nate@ArtsNC.org)
- ❑ Builds Relationships with Legislators & Arts Sector
- ❑ Advocacy, Training, Resources, Strategy, & Execution
- ❑ Oversees All Organization Operations

## Administrator- Christine Olson

- ❑ [Christine@ArtsNC.org](mailto:Christine@ArtsNC.org)
- ❑ Organization Bookkeeping and Compliance
- ❑ Membership Records and Services
- ❑ Logistics for Meetings and Events
- ❑ Website and IT

## Marketing Associate- Andie Freeman

- ❑ [Andie@ArtsNC.org](mailto:Andie@ArtsNC.org)
- ❑ Emails and Social Media
- ❑ Marketing for License Plates and ARTS Day
- ❑ Graphic Design and Video Production





# NC Statewide Organizations/Coalitions



[ncarts.org](http://ncarts.org)



[ncnonprofits.org](http://ncnonprofits.org)



[ncpresenters.org](http://ncpresenters.org)



[nctc.org](http://nctc.org)



[artsaccessinc.org](http://artsaccessinc.org)



[triangleartworks.org](http://triangleartworks.org)



[ncwriters.org](http://ncwriters.org)



**Big 8 Arts Leaders** (Urban Arts Councils)  
**Focus East** (Arts Councils)  
**Piedmont Regional Arts Councils**



# NC Arts Education Leadership Coalition




NORTH CAROLINA CHAPTER  
of the AMERICAN CHORAL  
DIRECTORS ASSOCIATION

**NCacoda**



North Carolina Art Education Association  
service • leadership • advocacy




NORTH CAROLINA - AMERICAN STRING TEACHERS ASSOCIATION




NORTH CAROLINA CHAPTER



NORTH CAROLINA  
DANCE EDUCATION  
ORGANIZATION



NC  
MUSIC  
Educators Association



North Carolina Theatre Arts Educators



North Carolina Theatre Conference





# National Organizations/Coalitions



[americansforthearts.org](http://americansforthearts.org)



[southarts.org](http://southarts.org)

National Assembly of  
State Arts Agencies  
KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

[nasaa-arts.org](http://nasaa-arts.org)



[arts.gov](http://arts.gov)



[artiststhrive.org](http://artiststhrive.org)

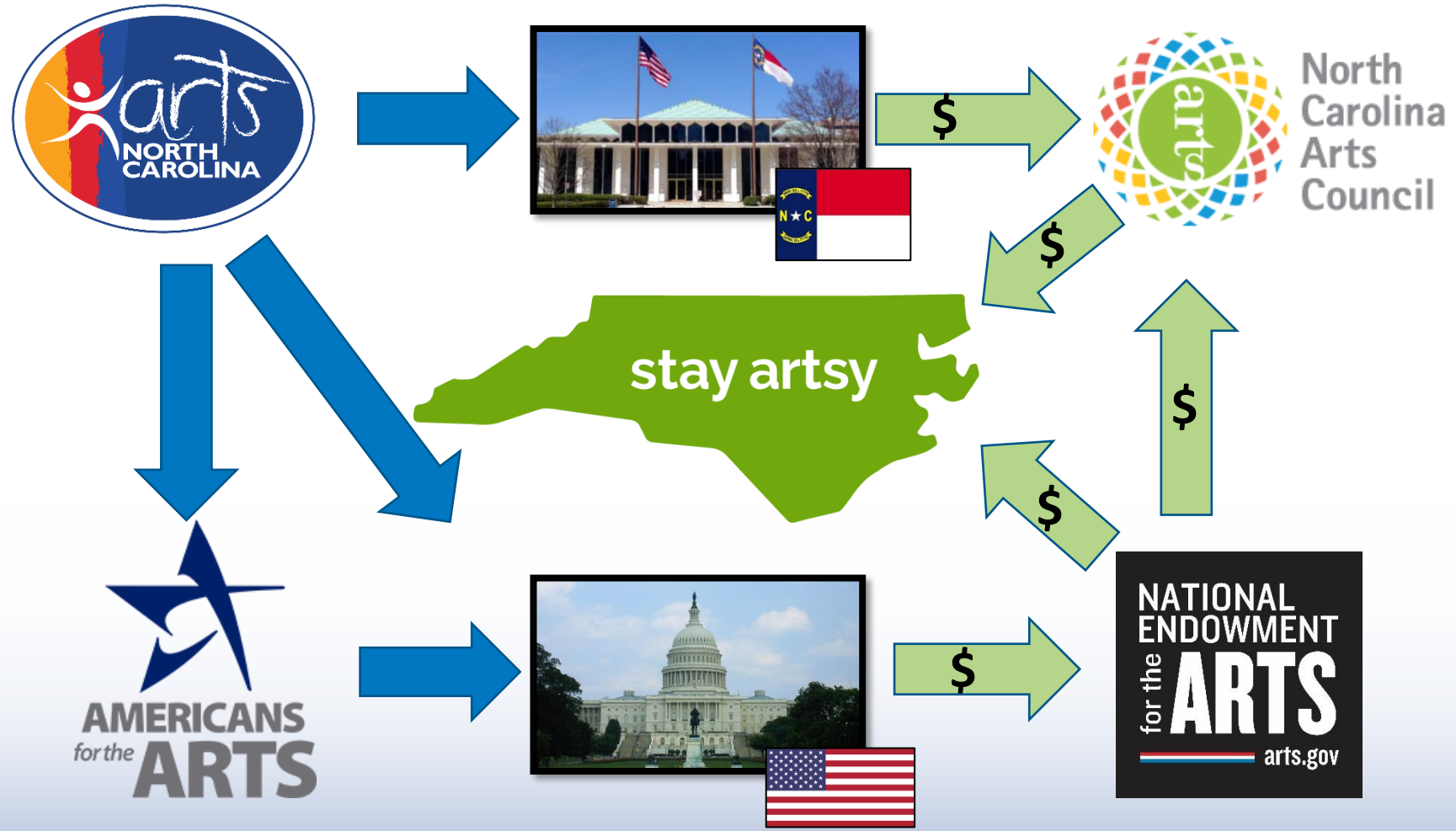
## Cultural Advocacy Group (CAG)

50+ National, Regional & State Organizations



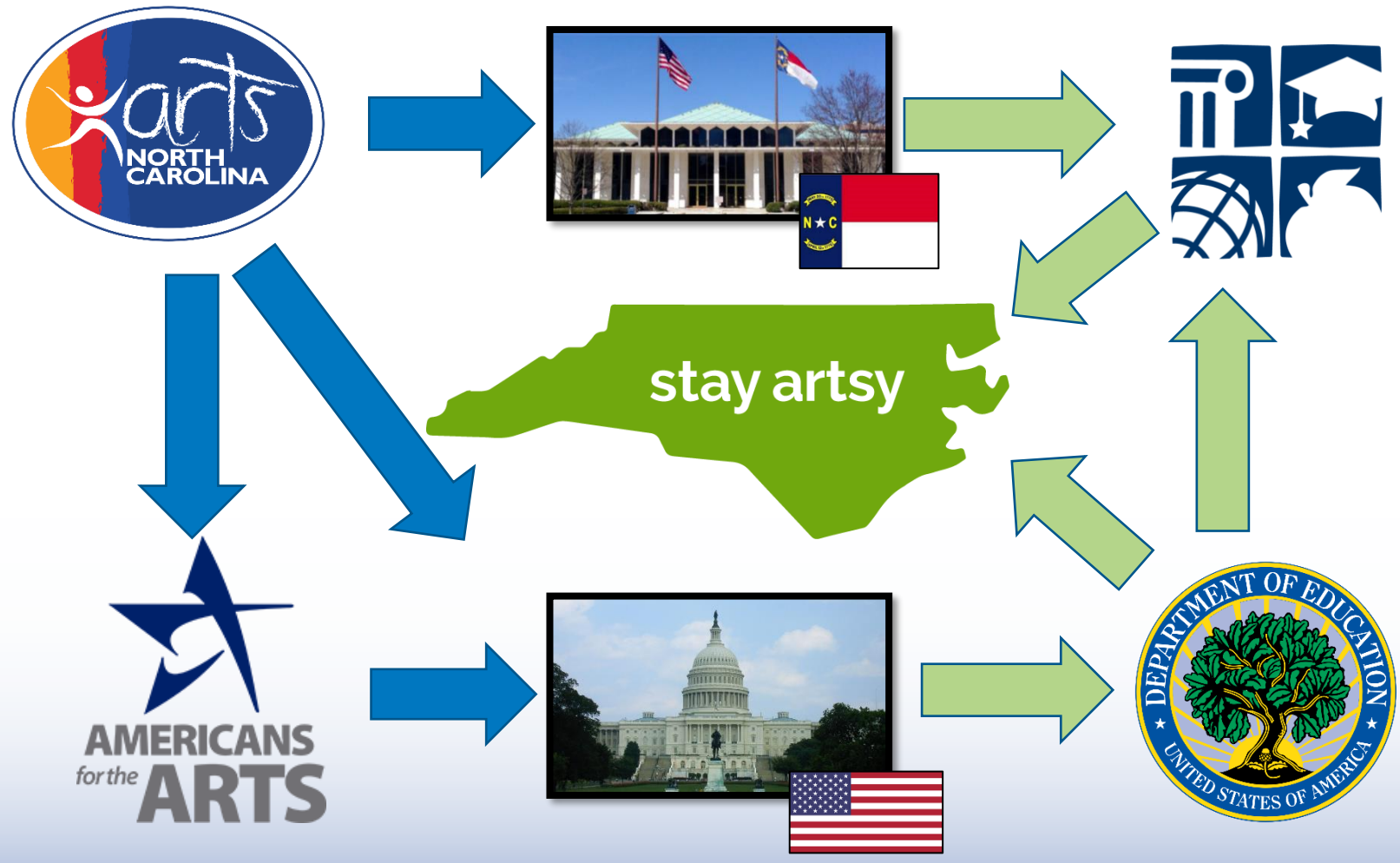


# Public Funding and Policy for Nonprofit Arts Organizations



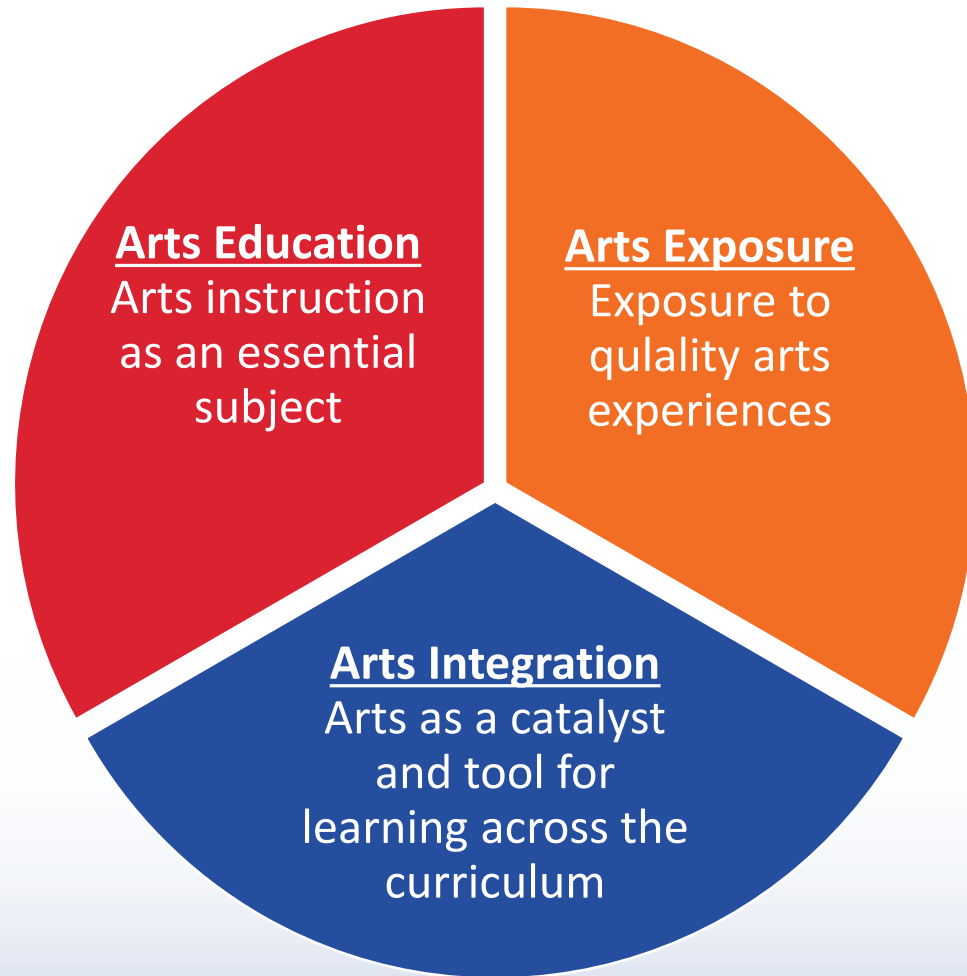


# Public Funding and Policy for Arts Education in Public Schools





# Comprehensive Arts Education (CAE)



## Arts Education Policy

- Arts High School Graduation Requirement (passed in 2020)
- Visual Art and Music for all K-5 Public School Students
- Arts Proficiency Endorsement for High School Diplomas

## Funding for Arts Education

- Public Schools Teachers
- Public Schools Instruction
- Nonprofits Programs

## A+ Schools of NC

- Whole School Arts Integration program at NC Arts Council



# Joint Caucus on Arts and Arts Education

“The purpose of the Joint Caucus on Arts and Arts Education will be to educate Members of the House and Senate on the economic, education, and civic impact of the arts industry in North Carolina. The Caucus will meet as called by the Chairs for the purpose of disseminating research and information and to help grow awareness of North Carolina as The Creative State.”





# Joint Caucus on Arts and Arts Education

## Caucus Leadership

### NC House of Representatives

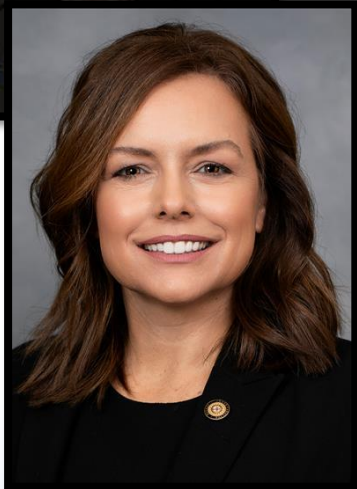
**Co-Chair: Rep. Becky Carney (D)**

**Co-Chair: Rep. Kyle Hall (R)**

### NC Senate

**Co-Chair: Sen. Vickie Sawyer (R)**

**Co-Chair: Sen. Mike Woodard (D)**







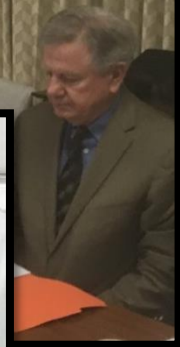
# Joint Caucus on Arts and Arts Education

## 2023-2024 Caucus

- ❑ ?? in NC House ??% (?? Reps & ?? Dems)
- ❑ 18 in NC Senate 36% (11 Reps & 7 Dems)
- ❑ Currently Recruiting Members for 2023-2024

## Arts NC Goals for the Caucus

- ❑ **Economic Impact and Value of the Arts**
  - ❑ Nonprofit Arts Sector & Creative Industries
  - ❑ Pandemic Relief and Recovery
- ❑ **Grants and Programs of the NC Arts Council**
  - ❑ Statewide Grant Programs
  - ❑ Other Programs and Services
- ❑ **Arts Education**
  - ❑ Comprehensive Arts Education
  - ❑ Student Outcomes







# Recent Advocacy Accomplishments

## State & Local

- ❑ **\$1M Recurring Increase for Grassroots Arts Program** (\$2.8M to \$3.8M)
- ❑ **\$15M for Arts from ARPA Funds** (\$10M for Grassroots- \$5M General Grants)
- ❑ **\$9.4M in Aid to Nonprofit Arts Organizations** (NC CARES Act Funds)
- ❑ **Arts High School Graduation Requirement**
- ❑ **Public Safety Orders Implementation** (May 2020 – May 2021)
- ❑ **Arts Candidate Event/Forum Toolkit & Arts Candidate Survey Toolkit**
- ❑ **10 Arts ARE Education Resolutions** (covers over 28% NC students)
- ❑ **New ArtsEdNC.org for NC Arts Education Leadership Coalition**
- ❑ **Local Arts Funding from American Rescue Plan & CARES Act**
- ❑ **Local Arts Education ESSER Funding** (\$3.2B available in NC)

## Federal

- ❑ **\$16B for Shuttered Venue Operators Grant** (\$285M+ in NC)
- ❑ **\$210M for NEA Pandemic Relief** (\$75M CARES Act, \$135M ARP Act)
- ❑ **Largest NEA & NEH Allocations Ever: \$180M each** (\$12.5M increase for each)
- ❑ **Federal Pandemic Unemployment Assistance** (extra \$600/\$300, more weeks, PUA)
- ❑ **Paycheck Protection Program-** Two rounds of emergency funding.
- ❑ **8 Current Federal Creative Economy/Arts/Arts Education Bills Filed**



# ARTS Day 2023: April 17<sup>th</sup> & 18<sup>th</sup>

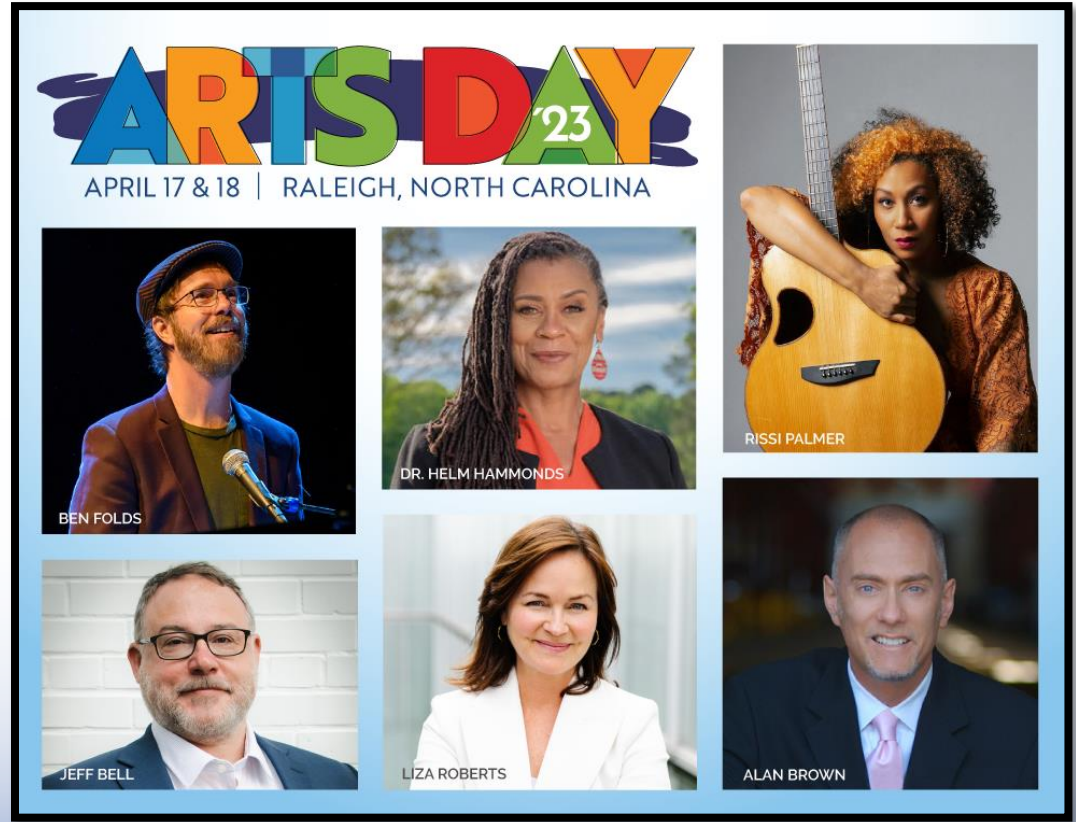
- ❑ In-Person Only- We are back!
- ❑ Day 1: McKimmon Conference Center at NC State
- ❑ Day 2: ARTS Day Pavilion on Halifax Mall

❑ **Conference Day:** Ben Folds, Alan Brown, Rissi Palmer, Liza Roberts, Jeff Bell, Lenora Helm Hammonds, and NC Central University Jazz Ensemble.

❑ **Legislative Day:** Meet with Legislators and enjoy speakers and performers with lunch and networking in a shady tent on Halifax Mall.

❑ **Full Scholarships for Independent Artists, Students, and Educators.**

❑ **New Accessibility Initiatives**





# Are you UP for the ARTS?



- Sign UP for [Arts NC Email](#) list
  - Receive Updates on issues impacting the Arts
  - Calls to Action when the time is right



- Join UP as an ARTS NC Member
  - [Individuals](#) starting at \$25
  - [Organizations](#) start at \$70 (rates based on budget)
  - Get The Creative State License Plate ([www.TheCreativeState.org](http://www.TheCreativeState.org))



- Speak UP for the ARTS
  - Answer the Calls to Action
  - Talk about why the Arts matter in your community
  - Meet UP with Elected Officials
  - Show UP to [ARTS Day](#) 2023, April 17<sup>th</sup> & 18<sup>th</sup>





# How have you engaged local officials in your community?

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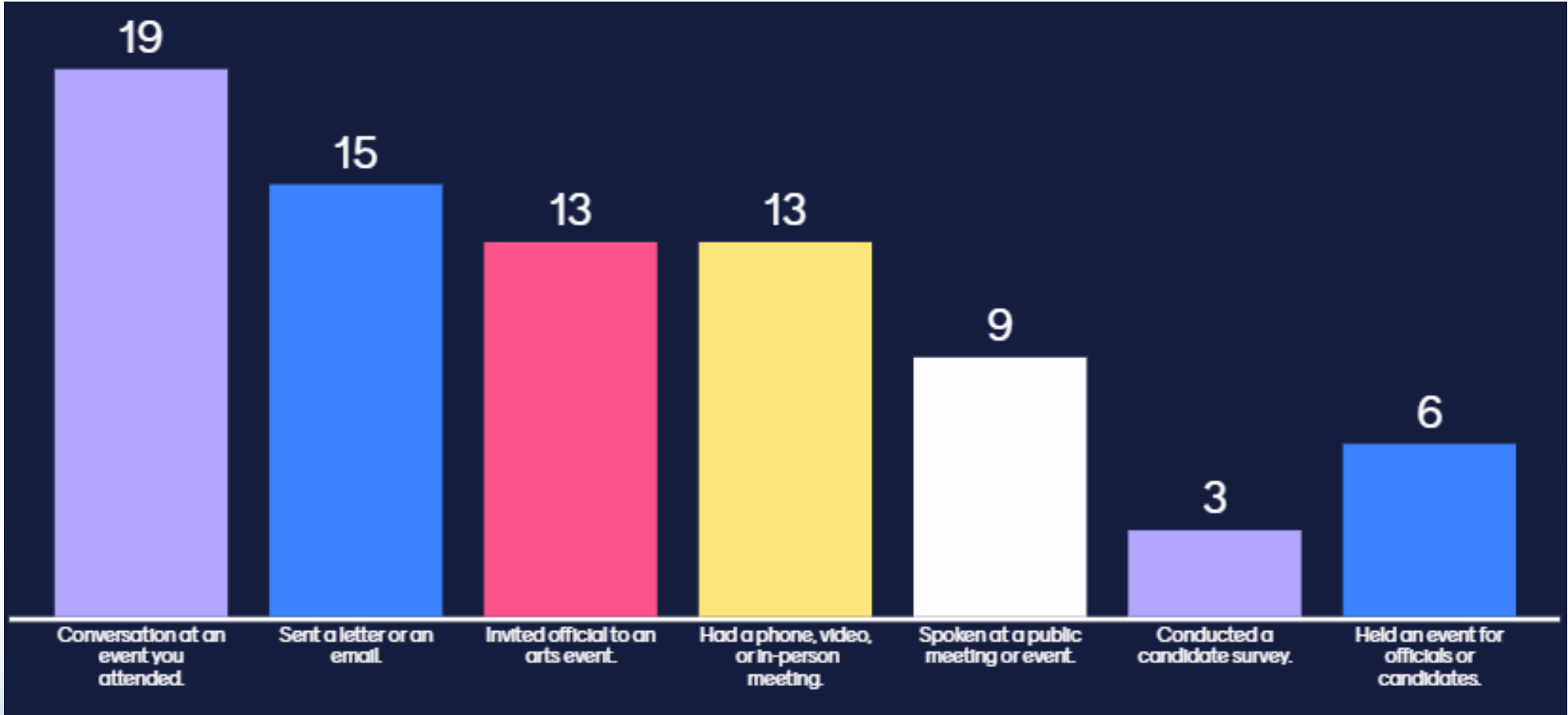
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- Conversation at an event you attended.
- Sent a letter or an email.
- Invited official to an arts event.
- Had a phone, video, or in-person meeting.
- Spoken at a public meeting or event.
- Conducted a Candidate Survey.
- Held an event for officials or candidates.



# How have you engaged local officials in your community?





# Local Arts Councils



- Often an Advocacy Leader
- Mission focused on entire arts community.
- Partnerships with arts organizations, artists, and arts supporters.
- Grassroots Arts Program grant partner usually.
- Many new faces. Many new opportunities.





# ARTS Day County Captains

Sign up: <https://forms.gle/vsZh6jGnWuPVpY7w9>



- Webinar (March 7th) and Training Videos:**  
[artsnc.org/advocacy/training-videos/](https://artsnc.org/advocacy/training-videos/)
- Scheduling meetings with Legislators on April 18<sup>th</sup>.**
- Coordinating with advocates from the county**  
(schedules, logistics, resources & training)
- Leading meetings with Legislators on April 18<sup>th</sup>.**
- Helps to recruit arts advocates for local advocacy initiatives.**



# Networking



## Chamber of Commerce, Rotary, or Others

- Receptions, Lunches, Dinners:** networking opportunities
- Retreats, Inter-City Visits:** more expensive, but better connections can be made.

## Political Events

- Elected Official Events**
- Candidate Forums/Events**
- Candidate Fundraisers** (with personal money) **\*CAUTION\***

## Invite Elected Official & Others to Arts Events

- If they attend, they can see what you do.**
- If they don't attend, they are aware of what you do.**
- Either way it is an easy win.**



# Grassroots



## Arts NC for NCGA & US Congress

- Email List: [artsnc.org/support/e-mail-signup/](https://artsnc.org/support/e-mail-signup/)
- Calls to Action: We do most of the work.
- Take a minute to send the email.
- Take another minute to personalize it.

## Personal Emails

- Invitations to Events
- Gratitude for funding, policy, or support.
- Updates on new programming & initiatives.

## Write a Letter

- Gratitude for funding, policy, or support.
- Updates on new programming & initiatives.





# Conversations

## ☐ Scheduled Meetings

☐ **In-Person, Video-Chat, or Telephone.**

☐ **Be Prepared:** Research and example to make your case.

☐ **Be Patient:** Polite persistence to get your meeting.

☐ **Share, Educate, & Ask:** Human narrative + supporting facts.

☐ **Attitude of Gratitude:** Before, during, and after.

## ☐ Training Resources

☐ **Videos:** [artsnc.org/advocacy/training-videos/](https://artsnc.org/advocacy/training-videos/)

☐ **Advocacy Hub:** [artsnc.org/advocacy/](https://artsnc.org/advocacy/)

☐ **Other Resources:** [artsnc.org/advocacy/arts-advocacy-resources/](https://artsnc.org/advocacy/arts-advocacy-resources/)





# Public Speaking



## Write an Op-Ed

- Make your point & submit.**
- If not printed:** social media, blog, email list.

## Speak at Public Events

- Chambers of Commerce, Rotary, Other Business Groups**
- Partner with other nonprofits** who align with your mission.
- Social Groups:** Clubs, sororities/fraternities, affinity groups.

## Public City Council or County Commission Meetings

- Request in well in advance:** Try to make it easy.
- Information + Inspiration:** public conversation.
- Performances:** Show and Tell works.



# Proclamations

## Mayor, City Council, or County Commission

### [October is Arts & Humanities Month](#)

Blog: [blog.americansforthearts.org/2020/09/08/how-to-secure-a-local-proclamation-for-national-arts-humanities-month](http://blog.americansforthearts.org/2020/09/08/how-to-secure-a-local-proclamation-for-national-arts-humanities-month)

**Request in well in Advance:** Try to make it easy.

**Present at a Meeting:** Information + Inspiration.

**Perform at a Meeting:** Show & Tell works.

**Attitude of Gratitude:** Before, during, and after.

## Local School Board

### [Arts ARE Education Proclamation](#)

Toolkit: [artsnc.org/arts-education/arts-are-education-proclamations/](http://artsnc.org/arts-education/arts-are-education-proclamations/)

**Arts in Education Week** (September) / **Arts in Our Schools Month** (March)

**Request in well in Advance:** Try to make it easy.

**Present at a Meeting:** Information + Inspiration.

**Perform at a Meeting:** Show & Tell works... especially with KIDS!

**Attitude of Gratitude:** Before, during, and after.







# Surveys & Events



## Candidate Surveys

- Educating candidates and voters.
- Toolkit: [artsnc.org/advocacy/election-portal/candidate-survey-toolkit/](https://artsnc.org/advocacy/election-portal/candidate-survey-toolkit/)

## Meet & Greets/Receptions

- Elected Officials OR Candidates
- Presentation and Performance
- Toolkit: [artsnc.org/advocacy/election-portal/arts-candidate-forums-events/](https://artsnc.org/advocacy/election-portal/arts-candidate-forums-events/)

## Candidate Forums/Debates

- Make arts an issue during election.
- Engages candidates & community.
- Toolkit: [artsnc.org/advocacy/election-portal/arts-candidate-forums-events/](https://artsnc.org/advocacy/election-portal/arts-candidate-forums-events/)



# Questions/Discussion

- Arts North Carolina**

- History & Goals**
- Who We Are**
- Our Partners**
- What We Do**

- Local Advocacy**

- Local Arts Councils**
- Networking & Communication**
- Public Speaking & Proclamations**
- Surveys & Events**



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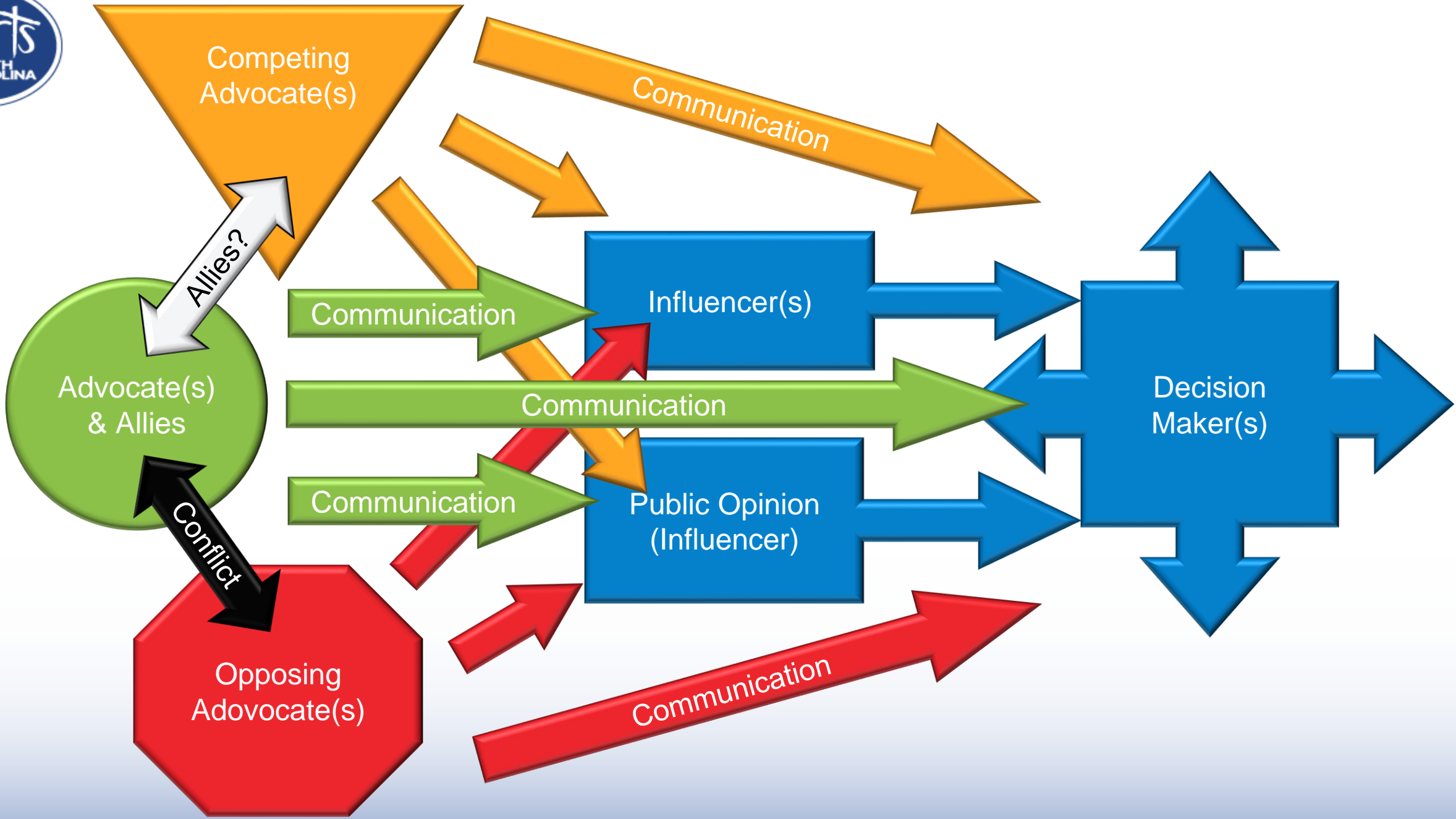


*The End*



# Advocacy Definitions

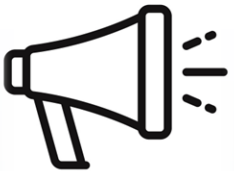
- **Advocacy:** Support for a cause or idea (policy, position, person, etc.).
  - **Communication in support** of cause or idea.
- **Lobbying:** Action to influence policy, position, person, etc.
  - **Specific request or action** for a desired outcome.
- **Activism:** Vigorous campaigning for policy, position, person, etc.
  - Often advocacy/lobbying that **makes others uncomfortable.**
- **Decision Maker:** Person or body with authority over desired outcome.
- **Communication:** Speaking, Listening, AND Considering.
- **Allies:** Similar goals, coordinated communication and action.





# Advocacy Methodology

- **Messaging:** One-way communication to decision makers.
  - **Often the first step:** email, letter, phone call.
- **Conversation:** Two-way communication with decision makers.
  - **Advocate & Decision Maker** in dialogue about issue.
- **Relationship:** Multiple conversations & communication.
  - **Gratitude, friendliness, familiarity, and mutual respect.**
- **Influence:** Communication through those with influence.
  - **Messaging, conversation, and/or relationship(s)** with influencer(s).
- **Public Awareness:** Messaging to the public to influence decision makers.
  - **Email lists, news media, social media, events,** & activism.
  - **Caution:** Makes both friends and enemies quickly.

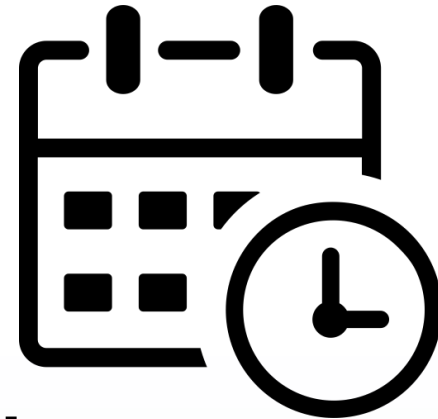






# Before the Conversation

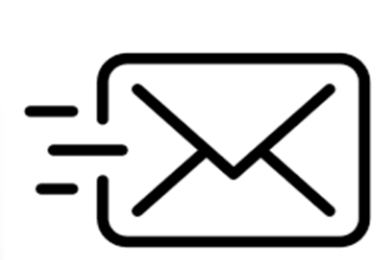
- **Prepare:** Who, What, Where, Why, & How?
  - **Know how it works** and assume you do not know already.
  - Find the **facts that support your perspective.**
  - Know the **facts that support other perspectives** and prepare for them.
- **Get the Meeting/Access:** Patient, persistent, polite & grateful.
  - It may take a while, **be patient & persistent.**
  - Never lose your cool, always **be polite and grateful.**
  - Make it easy for them for **time, date, location, platform, etc.**





# Advocacy Messaging / Conversation

- **Share:** Narrative as example of desired outcome.
  - **Humans relate to stories** and emotions about other humans- be a human.
- **Educate:** Information and data to put story and ask in context.
  - **Adding logic to emotion** makes a stronger case.
- **Ask:** Make the request for an action or desired outcome.
  - **Try for a "yes,"** settle for a "maybe" (then follow up), or "to be continued..."





# Advocacy Messaging / Conversation

- **Listen:** Understand and acknowledge the response given.
  - **If you disagree:** respectfully acknowledge, address, & respond.
- **Adapt:** Process, consider, adjust, & possibly compromise.
  - **Flexibility** is not a weakness- it is an asset.
- **Attitude of Gratitude:** Before, at the start, at the end, after, and ALWAYS.
  - **Thank you** notes, letters, and/or emails.

