Advocacy 101
The Basics of Advocacy & Arts NC
PUBLIC FUNDING and POLICY for COMPREHENSIVE ARTS EDUCATION

PUBLIC FUNDING and POLICY for NONPROFIT ARTS ORGANIZATIONS

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.
501(c)3, private non-profit organization

North Carolina’s only statewide arts advocacy organization

Organization memberships and individual donations

The Creative State license plates and ARTS Day revenue
ADVOCACY is active support for a cause, idea or policy.

LOBBYING is action to advance money or policy requests.

You can’t have lobbying without advocacy.

Both advocacy and lobbying should be strategic and intentional.
Advocacy & Lobbying Work Together

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

Professional Lobbyist:
Ken Melton
Stephen Kouba
Andy Chase

Election Engagement:
Candidate Surveys, Voter Resources
Comprehensive Arts Education (CAE)

Arts Education
Arts instruction as an essential subject

Arts Exposure
Exposure to quality arts experiences

Arts Integration
Arts as a catalyst and tool for learning across the curriculum
COVID-19 Response: Service & Advocacy

Service

- **Resource & Action Center**
- **Relief Funds & Grants for Artists and the Arts**
- Training and Information
  - Blog Posts, Emails, Webinars
  - Advocacy, Federal Loans, Fundraising, Updates, etc.
- Reopening the Arts and Arts Education
  - Open Arts Resource Page
  - Guide to Reopening the Arts in North Carolina
  - Recommendations for Art Education as NC Reopens Schools
- **Silver Lining Stories**

Advocacy

- US Congress: Calls to Action, Direct Meetings
- NC General Assembly: Calls to Action, Direct Meetings, Lobbyists
- Local Advocacy: Training, Consulting and Resources
- Reopening Arts & Schools: Governor’s Office, NCDHHS
- Reopening Schools: All Superintendents & Local Arts Coordinators
Advocacy Methodology

- Grassroots Advocacy
  - Emails, Letters, Phone Calls, Public Comment
  - Alliances (Local Arts Council, Arts NC, AFTA)
- Relationships – “Grasstops” Advocacy
  - Meetings with Decision Makers (phone or video)
  - ARTS Day, National Arts Action Summit (online now)
  - Share your Story, Educate and Explain, Ask for the Arts
  - Be Non-partisan, Positive, and Grateful
- Public Awareness
  - Social Media, Email lists, etc.
  - Celebrations and Events (when possible)
  - Print and Online Publications, Radio and TV News
  - Marches and Protests (Not Recommended for Arts)
  - BE CAREFUL- Can make Both Friends and Enemies Quickly
Share your stories about how the arts impact you and the people in your community. It can be about access to the arts, arts education, or your local economy.

Educate and explain about research, data, and information showing how the arts and arts education are valuable and how increased investment in the arts will have a positive impact.

Ask for the arts and for investment in the arts and arts education to improve your community, and all communities in North Carolina.
Meetings with Elected Officials

Step 1: Making the Meeting
- Who to Meet – The right person for your request
- When to Meet – No wrong time, but be strategic
- How to Schedule – Just like any appointment
- Polite and Persistent – Be positive and don’t give up

Step 2: Taking the Meeting
- Simple – Share Stories, Educate & Explain, Ask for Arts
- Inclusive – Arts are for everyone, be non-partisan
- Positive – No matter what, stay positive
- See Also: Remote Connections Toolkit

Step 3: Thanking the Official
- Handwritten Note – Always best
- Letter – Everybody likes mail
- Email – Better than nothing, use for follow up & info

Step 4: Building the Relationship
- Stay in Touch – Treat them like a friend
- Stay Informed – Know your issues, and theirs
- Be Grateful – Attitude of Gratitude
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)
  - Businesses can Endorse or Sponsor
  - Get The Creative State License Plate (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 Online to ARTS Day 2021, March 22nd-24th