Advocacy 101

Nate McGaha
Arts North Carolina
Executive Director
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

Receives no state or federal funding

Supported by memberships and donations, license plates, and earned revenue
ADVOCACY
is active support for a cause, idea or policy.

LOBBYING
is action to advance money or policy requests.

Both advocacy and lobbying should be strategic and intentional.

You can’t have lobbying without advocacy.
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
**BUDGET PROCESS IN THE LEGISLATURE**

**HOUSE**
- Appropriations: Agriculture and Natural and Economic Resources
- Appropriations
- House Floor

**SENATE**
- Appropriations: Agriculture, Natural, and Economic Resources
- Appropriations, Base Budget
- Senate Floor

21 KEY COUNTIES (13 Legislators):
- Cleveland, Cabarrus, Lincoln, Forsyth, Union, Avery, McDowell, Mitchell, Guilford, Henderson, Bladen, Sampson, Duplin, Onslow, Stokes, Surry, Rockingham, Carteret, Jones, Harnett, Johnson

14 KEY COUNTIES (7 Legislators):
- Rockingham, Caswell, Stokes, Surry, Jones, Onslow, Gaston, Duplin, Johnston, Sampson, Alamance, Guilford, Alexander, Catawba
BUDGET PROCESS IN THE NC LEGISLATURE

If, through this process, the House and Senate give us different amounts...

...then it goes to a conference committee with representatives from the House and Senate...

...where they eventually come to an agreement...

...or not... or they do and the Governor vetoes it. Then the state reverts to prior year’s budget.
Advocacy Methodology

- Grassroots Advocacy
  - Emails, Letters, Phone Calls
  - Alliances (Arts NC, AFTA)
- Relationships – “Grasstops” Advocacy
  - Scheduled Meetings with Decision Makers
  - ARTS Day, National Arts Action Summit
  - Share your Story and your Impact (Data and Research)
  - Know Your Issues AND Their Issues- Discuss BOTH
- Public Awareness
  - Social Media, Email lists, etc.
  - Celebrations and Events
  - Print and Online Publications, Radio and TV News
  - Marches and Protests (Not Recommended for Arts)
  - BE CAREFUL- Can make Both Friends and Enemies Quickly
Step 1: Making the Meeting

• **Who to Meet**
  • The issue defines the appropriate Representative
  • Websites like [ArtsNC.org](http://ArtsNC.org) can help you find information

• **When to Meet**
  • No wrong time, but remember budgets finalize in the Spring
  • Meet in your district in the Autumn or Winter
  • Then meet or talk in the Spring (ARTS Day) when decision are being made

• **How to Schedule**
  • Call or email the official or their staff and identify yourself as a constituent.
  • Offer to come to their office or meet somewhere convenient to them

• **Polite and Persistent**
  • You may need to call or email several times to get a response.
  • Do NOT get frustrated and always be POSITIVE AND POLITE.
  • Your relationship with an official’s staff may set the tone for the relationship with the official.
Step 2: Taking the Meeting, Delivering the Message

Simple
- RESEARCH your OFFICIAL and your TOPIC
- PLAN what you want to say
- Use the NUMBERS to EMPOWER your STORY
- How the ARTS affect YOU
- How the ARTS affect YOUR LOCAL COMMUNITY
- How the ARTS affect YOUR LOCAL ECONOMY
- INVITE them to Participate
- ASK for what you WANT and explain the IMPACT

Inclusive
- Relate the arts to all ages, races, ethnicities, religions and political affiliations
- The ARTS ARE NON-PARTISAN
- Also be respectful and open-minded to opinions you may not agree with

Positive
- Be patient, polite, and positive
- If you disagree with an official, do so in a positive manner
Step 3: Thanking the Official

**ALWAYS** thank the elected official for their **TIME and SERVICE**. It is hard work and a public service to represent you in government. Showing an appreciation of that is important.

- **Notes** – There is nothing better than a **hand written and mailed** Thank You Note.

- **Letters** – Everybody likes mail. A **nice printed letter, signed by hand**, is appreciated

- **Emails** – Email may not get through, but it is **better than no thank you at all**
Step 4: Building the Relationship

Stay in Touch
- CONTINUE to invite them to arts and culture events
- CONTINUE to have other meetings
- CONTINUE to send notes or emails to check in
- Say HELLO when you see them
- Treat them like a FRIEND and they will become one.

Stay Informed
- Know your issue and the events that affect it
- Be prepared to have the conversation
- You may become the resource your official calls on

Say Thank You
- Say thank you after the budget passes or after the session
- Say thank you when you see them at the grocery store
- Gratitude is always well-received

Repeat Steps 1-4
Get Mobilized

- Go to ArtsNC.org
- Click on Giant Mobile Site Icon
- Bookmark Site- Save to Home Screen
- Mobile Site has EVERYTHING:
  - Schedules for both days
  - Maps and Parking
  - Legislator Information
  - Legislative Leave Behind
  - Grant Information by County
  - Talking Points for the Issues
  - Information about the Arts Caucus
  - REPORT YOUR VISIT- ASAP AFTER MEETING
  - Survey for after ARTS Day

Stay in touch with Advocacy Mobile

Connect Now
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 $60 (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 to ARTS Day on March 26 & 27, 2019
Questions?

- Arts North Carolina
- NC Arts Council
- Arts Education
- ARTS Day
- Meeting with Officials
- Other Questions?