



Advocate Locally, Think Globally

Creating Effective Advocacy Campaigns in your Community

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Advocacy Campaign



- ☐ **Assess the situation and set measurable and specific goals**
- ☐ **Define Decision Makers and Influencers**
- ☐ **Create a strategy using one or more of the following:**
 - ☐ **Grassroots Advocacy**
 - ☐ **Relationship Building**
 - ☐ **Public Awareness**
- ☐ **Take Inventory of Tools You Have and Tools You Need**
 - ☐ **People**
 - ☐ **Communications**
 - ☐ **Money**
- ☐ **Execute the Campaign**



Assess, Set Goals, Define “Audience”

- ☐ **What is the Desired Outcome?**
 - ☐ Simple and Positive
- ☐ **How is Progress Measured?**
 - ☐ Clearly Defined and Easily Determined
- ☐ **What is the Current Situation and Relevant History?**
 - ☐ Why are things the way they are
- ☐ **Who can Make Decisions to Change the Current Situation?**
 - ☐ Elected or Appointed Officials
- ☐ **Who has the Ability to Influence the Decision Makers?**
 - ☐ Friends, Family, Financial





Advocacy Methodology

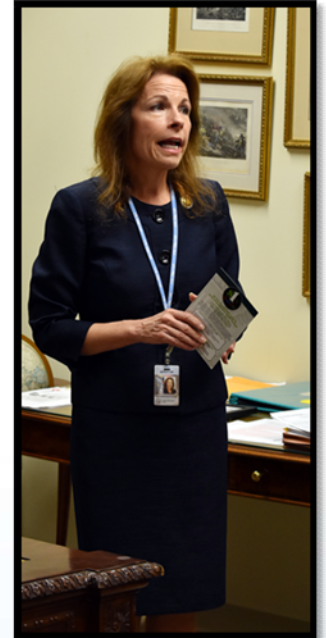


- ☐ **Grassroots Advocacy**
 - ☐ Emails, Letters, Phone Calls
 - ☐ Alliances (Arts NC, AFTA)
- ☐ **Relationships –“Grasstops” Advocacy**
 - ☐ Scheduled Meetings with Decision Makers
 - ☐ Share your Story and your Impact (Data and Research)
 - ☐ Attend Events that Deciders and Influencers Attend
 - ☐ Engage in Campaigns INDIVIDUALLY; maybe Donate
 - ☐ Know Your Issues AND Their Issues- Discuss BOTH
- ☐ **Public Awareness**
 - ☐ Social Media, Email lists, etc.
 - ☐ Print and Online Publications, Radio and TV News
 - ☐ Marches and Protests (Not Recommended for Arts)
 - ☐ BE CAREFUL- Can make Friends and Enemies Quickly



Check the Toolbox

- ☐ **Who are your Allies? Who is on the Team?**
 - ☐ Organizations and their Boards, Business, Government
- ☐ **Who is In Charge, or at least Directing Traffic?**
- ☐ **Does Team have Relationships with Decision Makers?**
 - ☐ Business or Personal Connections, or Campaign Contributions
 - ☐ <https://www.ncsbe.gov/Campaign-Finance/Report-Search>
- ☐ **Does Team have Relationships with Influencers?**
 - ☐ Business or Personal Connections, or Arts Organization Boards
- ☐ **Do You and/or Allies have Relationships with Media?**
 - ☐ A good contact can help get message heard
- ☐ **Do You Have Needed Communication Resources?**
 - ☐ Website, Social Media, Mailing Lists
- ☐ **Is Funding Needed for the Campaign?**





Executing the Campaign

- ☐ **Every Action Step Should Be:**
 - ☐ **Planned**
 - ☐ **Purposeful**
 - ☐ **Positive**
- ☐ **It is Important to Always Have:**
 - ☐ **Coordination**
 - ☐ **Communication**
 - ☐ **Caution**
- ☐ **Advocacy is like a Symphony**
 - ☐ **Many People Working Together Doing Different Things**
 - ☐ **All Working From a Coordinated Plan to Achieve a Unified Goal**
 - ☐ **Clearly Defined System and Leadership**
 - ☐ **Practice Improves Performance**





Questions?

- ☐ Advocacy Methods
- ☐ Advocacy Campaigns
- ☐ Advocacy Tools
- ☐ Meeting with Officials
- ☐ Other Questions?

