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

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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
- 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?