

ADVOCACY ESSENTIALS



www.artsnc.org

North Carolina's only
statewide advocacy
organization for all
the arts all the time.

Nice to Essential

- Nice is expendable. Essential gets support. Our goal is to change minds and hearts to believe the arts are essential.
- Organized, intentional advocacy is necessary. Arts NC's job is to make it as easy and efficient as possible for you to participate.



Public Funding

- Advocacy with Governor and Legislature
- Advocacy with Legislative Committees – General Government and Appropriations
- Legislature has final word on budget
- Allocates money to the Department of Cultural Resources and then on to the North Carolina Arts Council
- NCAC distributes through grants to all 100 counties

Arts Education Policy

- State Board of Education
if not successful...
- File a bill in both Senate and House (get champions)
- Sent to Education Committees
- Bill lives, dies, or evolves
- If it lives, goes to floor of Senate or House
- If it passes, goes to other body



What's the Difference Between Lobbying and Advocacy?

- Lobbying is attempting to influence specific legislation or action related to budget or policy
- Lobbying cannot happen without advocacy
- Nonprofits can spend 5% of total expenditures
- File a 501(h) and 5% goes to 20%
- <http://www.clpi.org/>

What Works



ELECTION PORTAL

- Constituent to elected official is most effective advocacy
- Person to person, phone, fax, email...in that order
- Best time to make a friend of a Legislator is BEFORE the election.

See Arts North Carolina's Election Portal at:
www.artsnc.org/action-center/election-portal

2015-16 Arts Agenda



North Carolina Arts Council Funding

- Sustain current grants and operations
- Increase Grassroots Arts Program - \$500,000
- Provide marketing support for Cultural Arts Trails - \$500,000
- 1/1 Private Sector Match for A+ Schools - \$250,000

Arts Education Policy

- Pass H138 in the Senate (currently in Senate Rules)

The Message answers the question, "Why does the agenda matter?"

- Recruitment and Retention of Trained Workers, Development of Small Business, Industry Recruitment, Jobs
- Revitalization of Cities and Towns
- Cultural Tourism
- Improved Public Education

NEXT?
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- Sign up for our e-mail list www.artsnc.org
- Join Arts North Carolina
- Come to Arts Day
- Buy a license plate

About Arts North Carolina:

Arts North Carolina is our state's nonprofit arts advocacy organization. Arts North Carolina unites citizens in support of and action for an arts legislative agenda that makes a compelling case for government funding and policy for the arts and arts education. Since 1974, Arts North Carolina has grown a grassroots movement full of passionate, creative people committed to growing and keeping the arts strong in North Carolina.



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