



***North Carolina's Annual Conference of Art & Action***



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## ADVOCACY

Arts North Carolina's goal is to help you become more comfortable with advocacy before you come to Arts Day.



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## WHAT IS IT?

Advocacy is active support for a cause, idea or policy.

The causes we are most passionate about are often difficult to articulate in spontaneous conversation.

Do a little homework to get comfortable with speaking your passion.

The more you do it, the better you will get.

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## WHAT IS ARTS DAY?

- Annual two day conference of art and action
- Draws hundreds of citizens to Raleigh to learn, network, celebrate, and speak to our Legislators with a united voice for public support of the arts



[artsnc.org/arts-day/arts-day-2018/](https://artsnc.org/arts-day/arts-day-2018/)

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## IT'S ALL ABOUT YOU

Are you with an organization?  
Are you coming solo to Arts Day or does  
your county have a [County Leader](#)?

- Tip: If your county has a County Leader, a lot of the leg work is done for you. If not, you are now officially deputized to be a County Leader!  
See [Setting A Legislative Appointment](#).



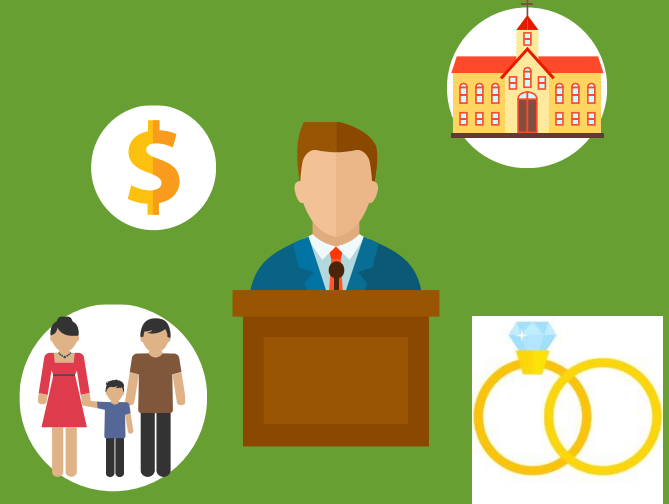
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# IT'S ALL ABOUT THE LEGISLATOR

What personal information do you have about your Legislators?

Married? Children? Profession? Church?  
Mutual Friends? Financial Supporters?

- Every NC Legislator has a web page filled with useful information. [www.ncleg.net](http://www.ncleg.net), choose House or Senate, click on your Legislator's name.



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## IT'S ALL ABOUT THE LEGISLATOR

We work closely with the House and Senate Appropriations Committees on Economic, Agricultural, and Natural Resources. Go here to find key Legislators who have the most influence in adopting our agenda.

[artsnc.org/action-center/key-legislators/](https://artsnc.org/action-center/key-legislators/)

All Legislators are important. They influence their caucus and their colleagues. Leave no stone unturned.

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# IT'S ALL ABOUT THE ASK

Have you reviewed the [\\$1 for the ARTS Campaign](#)

What would it mean for [your county](#)?

Do you have a few profound short stories of experiences that have transformed lives, schools, and places? Facts are good but stories carry the day.

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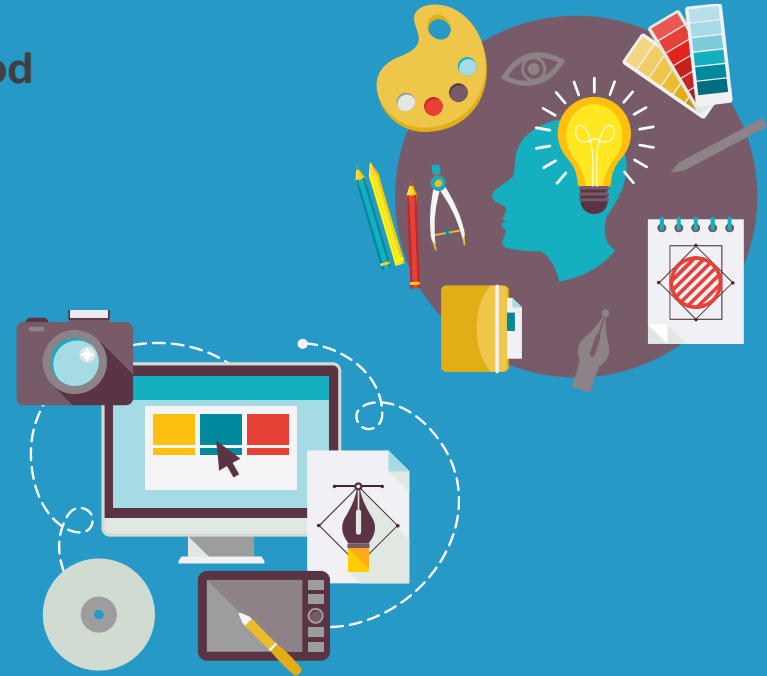
## IT'S ALL ABOUT THE ASK

How can you make the Legislator feel good about supporting The Ask?

- **Tip:** Find the common ground with your Legislator, which is often “pride in place”.

Never leave a Legislative visit without a specific ask. It can be as simple as “May I send you more information on this issue?” or “Can we visit when you are back in our district?”

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## DO THESE THINGS

If your county has a [County Leader](#), get in touch and exchange contact information. Let them know if you have a personal relationship/knowledge of the Legislators you will visit. Make a specific plan to connect at Arts Day.

If you are attending solo or with a small group, understand the process in [Setting A Legislative Appointment](#). Call Arts North Carolina with questions: 919-834-1411.

Find 100 ways to say “thank you” to Legislators and Legislative Assistants.

Take action. The best way to learn advocacy is to do it.

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