

Arts Advocacy

Leveraging Our Collective Voices



February 15, 2022

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Americans for the Arts

Who am I?

Who is Americans for the Arts?

What is Advocacy?

▶ ADVOCACY

- ▶ The act or process of advocating or supporting a cause or proposal
- ▶ Act of building support/community base

▶ LOBBYING

- ▶ Conducting activities aimed at influencing public officials and especially members of a legislative body on legislation

So, can my NPO lobby?

- ▶ Nonprofits can:
 - ▶ Lobby during an election cycle, so long as they remain **IMPARTIAL**
 - ▶ Invite candidates to events, but they must give all candidates seeking the same office **EQUAL OPPORTUNITY** to speak
 - ▶ Take positions on **POLICY ISSUES** so long as they stay focused on the issue and not candidate campaigns
- ▶ Nonprofits cannot:
 - ▶ Endorse or speak out against candidates or political parties
 - ▶ Contribute to campaign funds
 - ▶ Distribute third-party statements that favor or oppose candidates

Advocacy can be indirect in the form of education, information sharing, and media or direct in the form of lobbying. Either way, effective advocacy is based upon relationships.

Nonprofits should call upon their allies, such as board members, volunteers, funders and clients, to help advocate for their cause.

Advocacy Spectrum

Education

Explaining a fact sheet to a decision maker.

Research

Producing or disseminating data that makes your case.

Coalition & Relationship Building

Hosting a community forum.

Media Outreach & P.R.

Inviting leaders to a student performance or writing a letter to the editor.

Organizing

Nonpartisan voter engagement.

Lobbying

Requesting that a decision maker takes a particular stand on an issue via legislation.

White House • Department of Defense • Department of Veterans Affairs • Department of Commerce • Department of State • Small Business Administration • Congress • National Endowment for the Arts • National Endowment for the Humanities • Institute of Museum and Library Services • Americans for the Arts • National Assembly for State Arts Agencies • National Associations for the Various Arts Disciplines • National Association of Nonprofits • National Public Sector Associations • National Foundations

FEDERAL

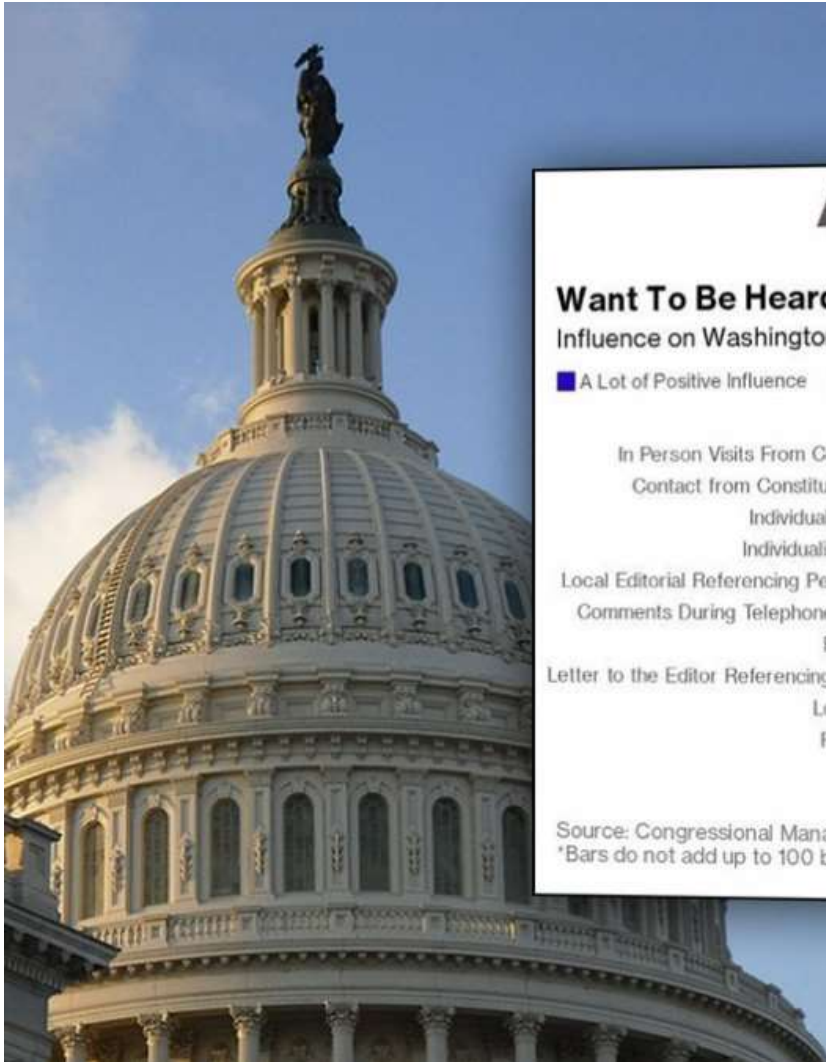
Governor • Lt. Governor • State Legislatures State • State Arts Agency • State Arts Agency Commissioners • State Department of Tourism • State Leagues of Municipalities • State Arts Advocacy Organizations • State Museums • State Humanities Councils • State Historic Preservation Societies • State Associations • State Community Development Corporations • Union State Chapters • State Business Chambers • State Universities

STATE

Mayors • City Elected Officials • County Elected Officials • Local Arts Agencies • Teaching Artists • Union Local Affiliates • Arts Specialists • Arts & Culture Organizations • Local Community Development Corporations • Community Leaders • Community Programs • Grantmakers • Colleges • Businesses • Families

LOCAL

Constituent

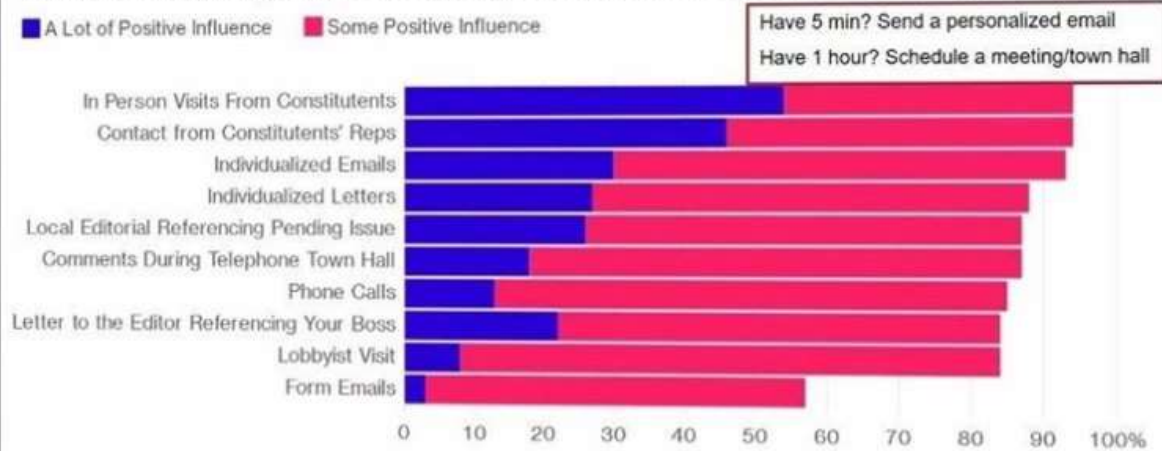


Advocacy Works!

Want To Be Heard? Show Up!

Influence on Washington D.C.-based congressional staffers by communication type.

■ A Lot of Positive Influence ■ Some Positive Influence



Source: Congressional Management Foundation

*Bars do not add up to 100 because not all surveyed categories are displayed

Bloomberg

RESOURCES

- ▶ Americans for the Arts

- ▶ Mississippi State Pages

- <https://www.americansforthearts.org/by-location/mississippi>

- ▶ Appropriations, Creative industries report, ArtsIndex (local/national)

- ▶ Coronavirus Resource Center - Field Tools & Research

- <https://www.americansforthearts.org/by-topic/disaster-preparedness/coronavirus-covid-19-resource-and-response-center>

- ▶ Weekly reporting on the ongoing effect of the pandemic on the sector

- ▶ Social Impact Explorer

- <https://www.americansforthearts.org/socialimpact>

- ▶ “Arts and” resources, case studies, fact sheets, definitions

What is advocacy?

- ▶ Storytelling
- ▶ Casemaking
- ▶ Connecting
- ▶ Acknowledging
- ▶ Being a brand ambassador
- ▶ SHOUT OUTS!!

What can I do?

- ▶ Send a letter to your Governor and elected local officials
- ▶ Send a thank you letter to your funder
- ▶ Add a call out in your newsletter or website
- ▶ Regular check-ins with your funders about your success
- ▶ Give your board and staff talking points
- ▶ Give your program participants talking points or social media posts

What are YOU doing? What can YOU do?

Arts Action Fund

www.artsactionfund.org/pages/join

The Arts Action Fund is the only national organization that mobilizes Americans in the fight for arts funding and arts education. We're building a nationwide army of citizen activists who will help guarantee that arts-friendly public policies are adopted at the federal, state, and local levels. Add your voice!

- ▶ [Donate to the Arts Action Fund](#)
Help the Arts Action Fund advance the arts and arts education in your community and across the country.
- ▶ [Become a Member](#)
Annual membership is free. Join the movement to advance the arts and arts education in your community and across the country.
- ▶ [Support Pro-Arts Representatives](#)
Review the Congressional Arts Report Card which grades all current Members of Congress on their support for the arts.
- ▶ [Tell a friend](#)
Spread the word and share what you've found with your friends. You can even customize the message, if you'd like.
- ▶ [Contact Your Legislator](#)
Two minutes! That's all it takes to tell Congress to support the arts and arts education.



QUESTIONS?

THANK YOU!!

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