

Engaging Grantees in Arts Advocacy *Assembly 2008*

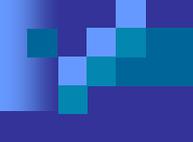
Tom Birch, Legislative Counsel
National Assembly of State Arts Agencies
Chattanooga
September 12, 2008



Engaging Grantees in Arts Advocacy

Constituent power

- Advocacy (and Lobbying)
 - Building a relationship
 - Developing public policy and legislation
- Constituent power
 - Voter, community leader
 - Local connection, local story
- Arts organization board members
 - Civic responsibility, arts knowledge
 - Advocacy embedded in the job



Engaging Grantees in Arts Advocacy

Advocacy Checklist

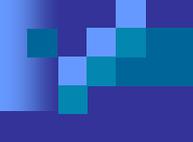
- Advocacy Assessment
 - --Organizations involved/not involved
 - --Strengths/deficiencies
 - --SAA role
 - --Local role



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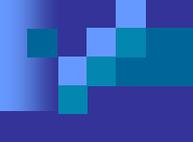
SAA Requirements

- Grant guidelines, applications
 - Encourage contact with legislators on importance of arts funds
 - Describe methods to illustrate to policy makers the public value of programs (for points!)
 - Goal to educate policy makers and the public on benefits of investing in the arts



Engaging Grantees in Arts Advocacy SAA Requirements

- Grant compliance, grantee obligation
 - Grantee must inform legislators of funding
 - Grantee must invite legislators to all grants-sponsored events
 - Grantee advocacy contact
 - Failure to adhere = forfeiture and/or future ineligibility



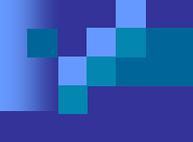
Engaging Grantees in Arts Advocacy SAA Requirements

- Final reports (interim reports, too)
 - Invited legislators and local leaders to events?
 - Arranged an award check presentation?
 - SAA credit in publicity? Attach press clippings, playbills, brochures
 - Informed your legislators about the grant?
Attach letters
 - Additional legislative information questions

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SAA Motivation and Tips

- Crediting and publicity
 - [Colorado Council on the Arts](#)
“Thank your elected officials”
letter writing, thank you event, oversized check
 - [Arizona Commission on the Arts](#): Tool Kit
Legislator grant announcement at arts event; press release quote
 - [Massachusetts Cultural Council](#): Credit and Publicity Agreement



Grassroots Advocacy

SAA Recruitment and Information

- Council and commission members
 - Grantee meetings
 - Recruiting board members
- Advice on involving legislators
 - Treat legislators as you would corporate, other supporters
 - Link to legislators
- SAA newsletters
 - Advocacy info: [NJ State Council on the Arts](#)



Engaging Grantees in Arts Advocacy Commitments