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
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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
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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
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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](https://www.njstatecouncilonthearts.org)
Engaging Grantees in Arts Advocacy Commitments