Please complete your phone connection now:

1. Dial the toll free number 1 866 275 3495.

2. Enter the meeting number *4671867* on your phone keypad. Enter the star (*) key before and after the meeting number.

3. Identify yourself. Using your phone keypad, enter the unique 5-digit participant number from the bottom of your Voice Connection box. Enter the star (*) key before and after the number.

Tip: Find your Voice Connection Box near the lower right hand corner of your screen.
No “Off Season” For Advocacy

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Your Hosts

Jesse Rye
Policy and Program Associate

Tom Birch
Legislative Counsel

Eric Giles
Learning Services Manager

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Tech Tips

- **View all participants** in the roster to the right

- **Use the “Chat to:” box at any time** to submit a question or get technical help

- **During Q&A breaks** presenters will answer chat questions

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Agenda

Year-round Advocacy
Tom Birch, Legislative Counsel
NASAA

Arts Advocacy Perspectives
Tim Deratany, Chair
Florida Council on Arts and Culture

Arlynn Fishbaugh, Executive Director
Montana Arts Council

Resources and Wrap-Up
Tom Birch, Legislative Counsel
NASAA

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If you have just arrived via the Web, complete your phone connection. Dial 1 866 275 3495 and enter *4671867* on your phone. Then key in your 5-digit ID number (located in the Voice Connection box).
After the Session

• **Follow up e-mail** with links and additional resources

• **Transcripts** of slides and discussion

• **Discussion guide** for after the seminar

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Tom Birch
Legislative Counsel
NASAA
Building relationships

- Invest time and attention
- Maintain long-term connections
- Communicate person-to-person
- Keep in touch throughout the year
## Advocacy or lobbying?

<table>
<thead>
<tr>
<th>Advocacy</th>
<th>Lobbying</th>
</tr>
</thead>
<tbody>
<tr>
<td>A wide range of activities</td>
<td>Small, but essential part of advocacy</td>
</tr>
<tr>
<td>Not always about lobbying</td>
<td>About the passage or defeat of specific legislation</td>
</tr>
<tr>
<td>Builds familiarity and trust with elected officials</td>
<td>Succeeds based on advocacy activities beforehand</td>
</tr>
</tbody>
</table>
Two rules

1. The most powerful advocacy contacts are made by constituents.

2. Programs that demonstrate a grass-roots constituency get priority attention.
Successful stories

• Arts in schools
• Rural arts programs
• Making the arts available
• Serving youth in trouble
• Revitalizing communities
• Attracting businesses
Start at the beginning

- Volunteer in a candidate’s campaign
- Get to know the candidates and their aides
- Contribute to the campaigns of candidates you support
- Stand up at town meetings
Welcome the elected

- Congratulate newly elected officials
- Offer yourself as a resource
- Connect your legislators with their constituents
Create opportunities

• Contact your legislators when you are not asking for something

• Meet elected officials whenever you can

• Discover common interests and develop personal bonds
Initiate advocacy

• Ask a legislator to address your meeting

• Make your arts event an advocacy event

• Recognize and thank legislators

• Extend a hand to your legislators
Expand your agenda

- Extend the arts to other public policy issues
- Pay attention to a legislator’s interests
- Position the arts for problem-solving
Link to other policies

- Economic development
- Education
- Tourism
- Job creation
- Quality of life and health
Use the “Chat to:” box to ask a question.
Perspectives

Tim Deratany
Chair, Florida Council on Arts and Culture

Arlynn Fishbaugh
Executive Director, Montana Arts Council
What is so important about year-round advocacy?
What strategies have you found to be successful in building relationships with public officials?
Use the “Chat to:” box to ask a question.
NASAA Resources

NASAA Advocates:

- Forty Action Strategies
- Access to Power: Building Political Clout for the Arts
- Advocacy and Term Limits: Developing Arts Support in the Legislature Early
- Advocacy for Public Support of the Arts: A Civic Responsibility

Other Resources:

- NASAA Arts Advocacy Checklist
Next Web Seminar

Save the Date!

Building Public Will for the Arts

October 29, 3:00-4:30 p.m. EST
Thanks for participating!

Questions or comments about this session? Contact Eric Giles, Learning Services Manager (eric.giles@nasaa-arts.org).

Many thanks to NASAA’s member states and today’s guests for making this session possible. The work of NASAA and of state arts agencies is also supported and strengthened in many ways through funding and programming partnerships with the National Endowment for the Arts.