Thank you for registering for NASAA's web seminar on Energize your Advocates: Strategies for Overcoming Advocacy Fatigue. As we mentioned during the session, this follow-up message contains additional resources we hope will be valuable to you.

If you registered for the session on behalf of a group, please share these materials with the colleagues who gathered with you today.

We will keep you informed as the slides and transcript of the seminar become available. If you have questions in the meantime, please don't hesitate to contact NASAA.

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**Recommended Reading**

- **Building Public Value** – annual guide to advocacy from the Arizona Commission on the Arts aimed at providing grantees with the tools and guidance they need to become effective advocates for the arts.

- **Training for the Legislative Marathon** – short article from Associations Now discussing how government relations professionals can help their volunteers face the challenge of advocacy
fatigue.

Using the Internet for Effective Grassroots Advocacy – excellent guide outlining the fundamentals of online advocacy and its role in mobilizing and fostering loyalty in advocates.

Forty Action Strategies - 40 proven strategies used by volunteer and professional arts advocates from around the country to help increase the visibility of the arts and strengthen support for the arts among the public and with public officials.

Arts Advocates in the Legislature- Learn how arts caucus members become allies for arts advocates and the caucus becomes a point of entry into the legislature for advocacy.

The Arts in Public Policy - The message for advocates should be clear: government spending on the arts fares better when legislators understand how the arts can advance their own policy agendas. When you know how to put the arts on the public policy agenda, arts funding turns out to be everyone's business.

Advocacy Strategies in an Economic Downturn - Find out how arts advocates can develop a creative response to a state's fiscal constraints, aligning their budget priorities with the political realities.