



maryland citizens for the arts



ACTION LIST: TILL DEATH DO US ART

Action: Define your elevator speech.

Action: Define what you want from your partner.

Action: Outline what has happened historically and consistently to prove the journey of the arts in the state.

Action: Define your point of contact in each organization.

Action: Define the cycle of work (recurring actions and events).

Action: Define a strategic approach that the advocacy organization can communicate to legislators.

Action: Define specific overlapping actions.

Action: Define parallel actions.

Action: Define specific language about how each organization influences the other.

Action: Initially stick to big topics: clarifying roles, strengthening the relationship, enhancing collaboration. This is about powerful leaders meeting with powerful leaders.

Action: Leverage board members from different political backgrounds with the same commitment to the arts.

Action: Identify parallel board and staff members and create collaborative opportunities.

Action: Jointly plan a regional sessions for all arts constituents to share information, receive feedback on specific requests, and gather input for future professional development/technical assistance planning.

Action: Jointly plan a statewide summit to offer a variety of professional development sessions for all stakeholders built upon themes discovered in the regional sessions and other listening opportunities.

Action: Create strong communication that resonates with arts sector by defining what we want and how we ask for it. Work locally but think globally... The advocacy organization teams up with local arts council (county/city) leaders to sharpen advocacy message at the local level, all the while making sure that the message is state specific.

Action: Celebrate the work, champion public investment, and educate lawmakers and communities.