Arts and Creativity Strengthen Our Nation: A Narrative and Message Guide explains how advocates can increase support for the arts across the political spectrum.

Extensive research and message testing show that the idea of strength—strong individuals, families and communities—is a compelling central theme.

Consult the complete guide for more messaging tips, proof points and information on what motivates elected officials to support the arts.

https://bit.ly/3ig6oki

National Assembly of State Arts Agencies

Arts and creativity make us stronger—as individuals, families, communities, states and as a country. They are a backbone of innovation, prosperity, and thriving people and places. Public funding for arts and creativity is a high-return investment that benefits every American in every city, town and rural community nationwide.