

## Arts and Creativity Strengthen Our Nation

# HOW TO TALK ABOUT PUBLIC FUNDING

1

Makes the case that public funding does what no other source can—ensures benefits in every community and not just those with large foundations, corporate headquarters and donors.

2

Makes the case for strength and benefits delivered to people, communities and the economy.

Public funding for arts and creativity is a high-return investment in **every town and rural community nationwide, not only in the biggest cities**. It **improves the lives of all Americans, equips an innovative workforce, and keeps us competitive** globally. It is a great example of government done right **that fuels public-private partnerships, leverages \$9 in additional funds for every federal dollar invested**, and **puts tax dollars and decision-making authority into state and local hands**.

3

Makes the case for leverage—that public dollars unlock others.

4

Local control triggers the belief that funding will better meet local needs while bringing resources back to the district/state.

[Arts and Creativity Strengthen Our Nation: A Narrative and Message Guide](#) explains what motivates policymakers across the political spectrum to support the arts.

Testing with elected officials shows that a convincing case for government funding requires a message focused on **geographic reach, strength, leverage and local control**. Conveying these points (in sequential order) can help policymakers see why public—not just private—investment in the arts is essential.

<https://bit.ly/3ig6oki>

National Assembly of  
State Arts Agencies  
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