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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