



New Advocacy Messaging Strategies

Wednesday, March 31, 2021, 3:00 – 4:30 p.m. Eastern

Suggested Preparatory Reading/Viewing

- [Arts and Creativity Strengthen Our Nation: A Narrative and Message Guide](#)
- Learning session: [Shifting the Narratives: Successful Messaging for Public Funding for the Arts](#)

Goal

Build acumen and comfort for applying NASAA's advocacy narrative and messaging in order to increase public funding for arts and creativity.

Agenda

3:00 p.m. Eastern	Welcome & Housekeeping
3:05 p.m.	Context-setting <ul style="list-style-type: none">• How we got here• Why now• Where we are going• Early signs of success
3:10 p.m.	Agenda Overview

3:12 p.m.	<p>Research Based Message Frame Overview</p> <ul style="list-style-type: none"> • Key research findings • Integrated suite of key messages rooted in values-drivers of diverse decision makers • Messaging nuance
3:32 p.m.	Narrative and Message Frame: Clarifying Questions & Answers
3:50 p.m.	<p>Individual Work Time</p> <ul style="list-style-type: none"> • Identify public official(s) you seek to influence. • Which benefits messages will motivate them to take the action you seek, and why? (Pick at least one. If economy is one of them, focus time during this exercise on other benefits instead of economy.) • What stories could you tell to illustrate this benefit in the context of the communities they serve?
3:58 p.m.	<p>Share-out and Large-Group Discussion</p> <ul style="list-style-type: none"> • Which benefit did you have a powerful, tangible example for? (Please paste what you wrote into the chat to share with others.) • Which benefits did you have the hardest time with?
4:15 p.m.	<p>Fishbowl: Advocacy Framing in Practice</p> <ul style="list-style-type: none"> • If you have questions for NASAA or Metropolitan Group, please enter them into the chat.
4:27 p.m.	Closing and Next Steps
4:30 p.m.	Adjourn