

Arts and Creativity Strengthen Our Nation

THE CORE MESSAGE

[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

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

Linking all arts—not just “the arts”—with “creativity” has tested well across the political spectrum as has shifting away from “arts and culture.”

Strength, economic and otherwise—of individuals, families, communities, states and nation—is a core priority for policymakers, especially conservatives.

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**.

Innovation, prosperity, and community—along with strength—emerged as key values in motivating policymaker support for public funding across sectors.

Focusing on the dividends paid to all of America, including rural communities, is crucial in making an effective case for public funding, and is a message that resonates across the political spectrum.

Framing public funding as a smart, effective, highly leveraged investment is key in lawmakers’ own arguments and performs well in message testing.