



**Creative
States
Coalition**

NASAA
NATIONAL ASSEMBLY of
STATE ARTS AGENCIES

Arts Advocacy Tactics and Strategies That Work for 2025 and Beyond

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Goals for This Session

- Making the Case for Arts Investment
- Educating New and Returning Legislators
- Enlisting Legislative Champions



State Arts Agencies & State Arts Advocacy Organizations



- Rules for the **State Arts Agency** in your state.
- Rules for a **501c3 advocacy organization** in your state.
- Rules for a **501c4 advocacy organization** in your state.
- Lobbying** rules and regulations in your state.

North Carolina as an Example



Making the Case:

- Advocacy Day
- Economic Data
- Storytelling
- Local Meetings/Events

- Research
- Economic Data
- Storytelling
- Local Meetings/Events

Educate Legislators:

- Engage **Lobbyist**
- Email Advocacy Campaigns
- Arts Caucus
- Local Candidate Surveys

- Public Campaigns
- Arts Caucus
- Educate Department

Legislative Champions:

- In-district meetings
- Leverage Local Relationships
- Local Candidate Forums/Events
- Legislative Awards
- Arts Caucus Co-Chairs

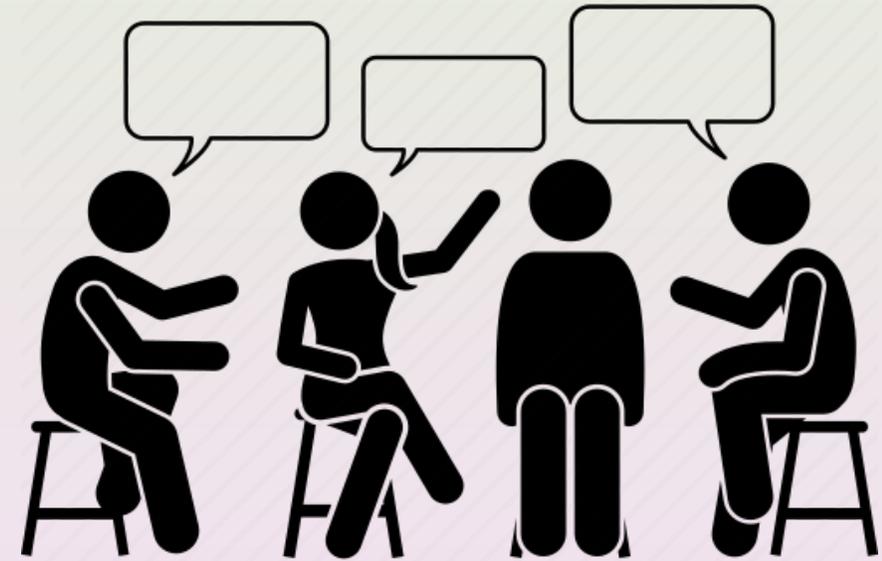
- In-district meetings
- Advocate to Administration
- Arts Caucus Co-Chairs



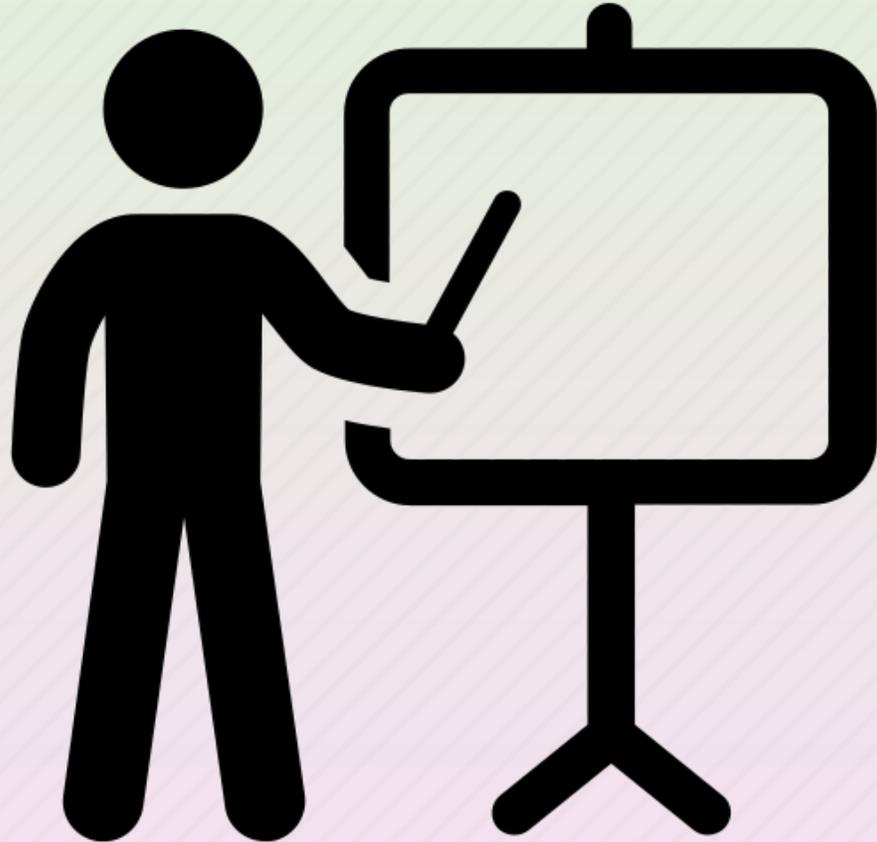
Table Discussion #1

Each table has **3 flip sheets**, one for each goal, and **post-its**.

- 1. Discuss** ideas and current methods used to achieve each goal.
- 2. Write** methods and ideas on post-its and place on corresponding sheet.
- 3. Assign** one person to report out from each table.



Report Out



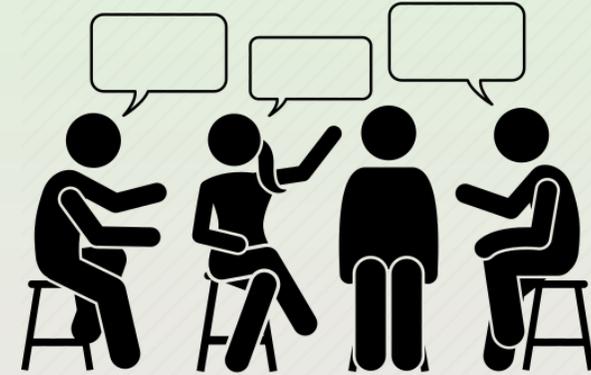
- Making the Case for Arts Investment**
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Table Discussion #2

1. Divide room into groups and topics.

- Left: **Making the Case**
- Center: **Educating Legislators**
- Right: **Enlisting Champions**



2. Each group gets all the **sheets** for their assigned goals.

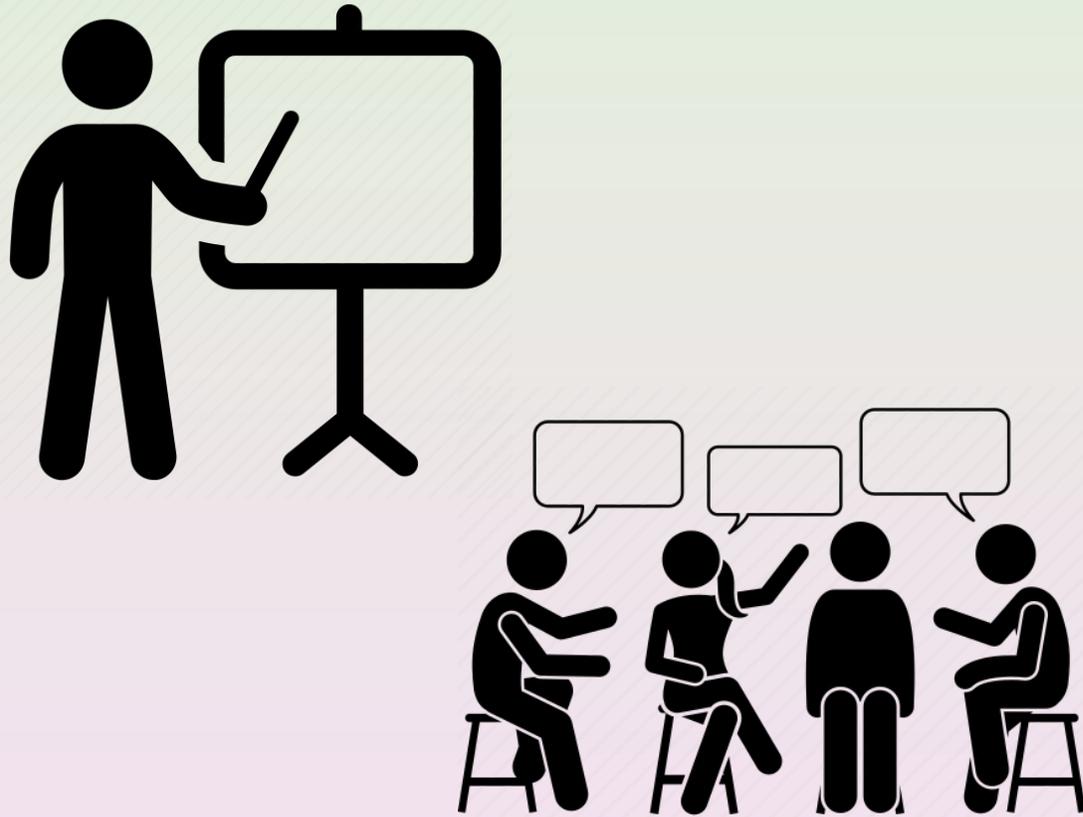
3. Collate ideas and methods used and **expand on them**.

4. **Write methods and ideas on a new sheet** with strategies and tactics.

5. **Assign one person** to report out from each group.



Report Out & Discussion



- Making the Case for Arts Investment
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The End

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