



ADVOCACY TRAINING



INTRODUCTION TO ADVOCACY

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- Welcome & Introductions
- Advocacy 101
- Building & Cultivating Relationships
- ACCM Overview
- Policy Agenda
- Ways to Engage
- Basics of a Delegate Visit
- Closing



HELLO!



Welcome to our Advocacy Training for **Arts, Culture & Creativity Month!**

This is a pivotal time to Advocate, Connect, Communicate, and Mobilize in support of advancing the arts.

The contents of this presentation will provide you with important information to better prepare you to be an **Arts Advocate**, both locally, statewide, and for our Advocacy Day April 23 at the Capitol in Sacramento.

CALIFORNIANS FOR THE ARTS

MISSION

- Increase public awareness of the importance of the arts
- Ensure that the arts are an ongoing part of the public dialogue
- Encourage Californians to care about the arts as a critical component of their own lives and the lives of their communities.

CALIFORNIANS FOR THE ARTS

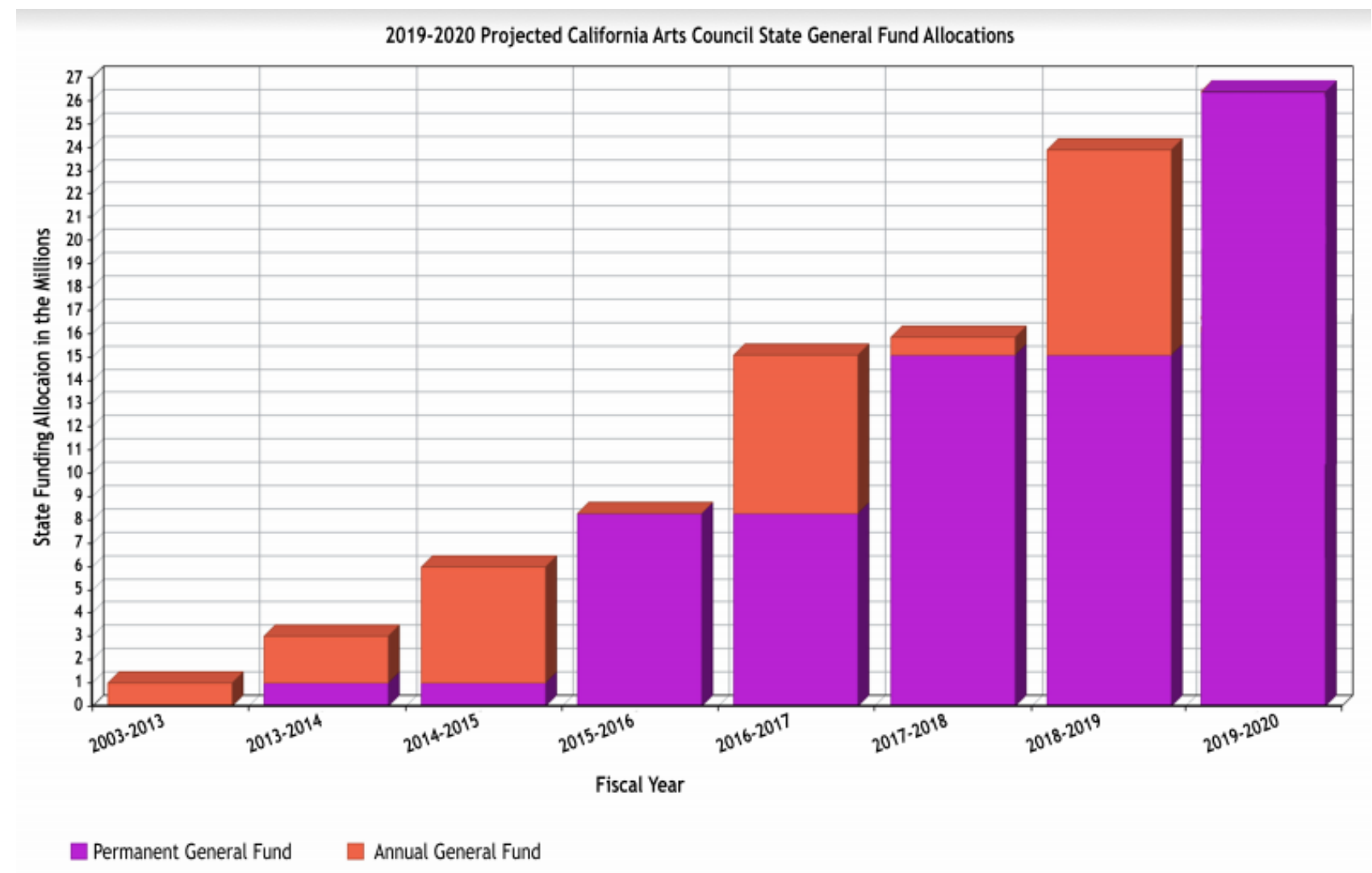
VISION

- Build a sustainable & vibrant California using creativity as the driver for social change and wellness
- Increase arts funding to historic levels
- Make arts accessible for all Californians
- Campaign for California to be the leading State of Creativity
- Strategize Policy Development
- Demonstrate Solutions to Socioeconomic Issues
- Value the sector with equitable pay and cultural equity

CALIFORNIANS FOR THE ARTS

CALIFORNIANS FOR THE ARTS IS YOUR STATEWIDE ARTS ADVOCACY ORGANIZATION

- Over the last 6 years, we've helped to increase funding in California by over eight hundred percent.
- Projected 2020 budget Governor Newsom \$10m in permanent funding to \$26m in total funding, not including Arts in Corrections (\$8m), license plate fund etc. to \$38m in all funds.



AREAS OF ADVOCACY FOR CFTA

- Increased and Permanent Funding for the Arts
- Publicly Supported Arts Education
- Strong Creative Economy
- Cultural Equity
- Arts as a Tool for Social Change



ADVOCACY 101

ADVOCACY VS. LOBBYING?

Advocacy is the active support of an idea or cause expressed through strategies and methods that influence the opinions and decisions of people, legislators, policy makers and organizations. It's about communication, relationship building and storytelling and is best accomplished by having many people voice their concerns.

Lobbying refers specifically to efforts that attempt to influence legislation.

ADVOCACY 101

WHAT'S THE DIFFERENCE?

- **EDUCATE:** Increase public understanding about the arts
- **ADVOCATE:** Express support for the arts as an important public policy issue
- **LOBBY:** Attempt to shape votes on pending legislation related to the arts

EDUCATION

According to national studies, economically disadvantaged kids who receive arts education are five times less likely to drop out of school.

ADVOCACY

Supporting our arts council improves education and economic outcomes in our state. Arts council programs are worthy of public funds because they keep kids in school, raise achievement and prepare our future work force.

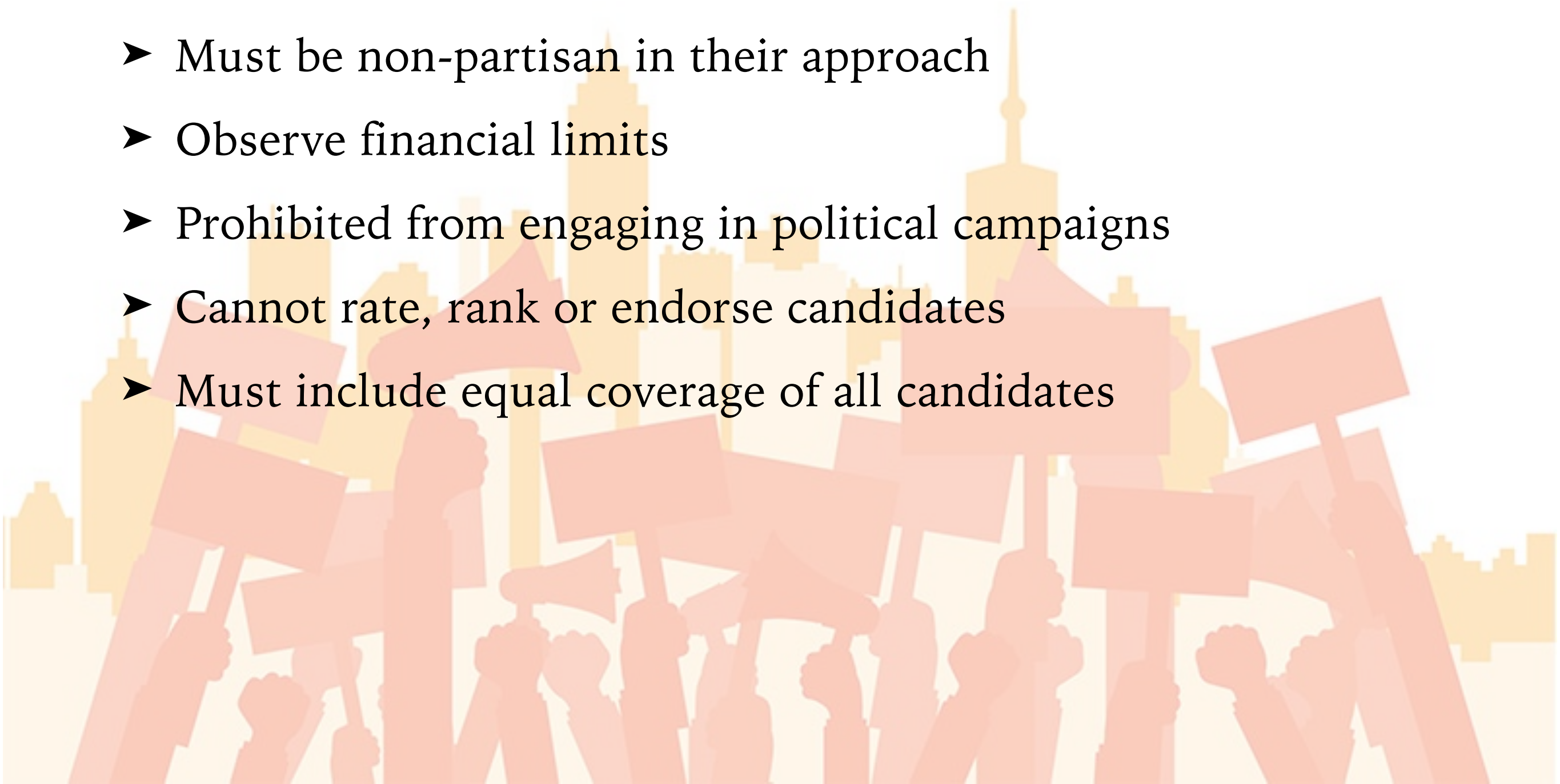
LOBBYING

Please vote in favor of Senate Bill #123 to increase arts funding.

ADVOCACY 101

DOES FEDERAL LAW ALLOW NON-PROFITS TO LOBBY? YES, BUT...

- Must be non-partisan in their approach
- Observe financial limits
- Prohibited from engaging in political campaigns
- Cannot rate, rank or endorse candidates
- Must include equal coverage of all candidates



BUILDING AND CULTIVATING RELATIONSHIPS

Build Relationships with Key Decision Makers:

- Local elected representatives (mayor, council members, supervisors, school board, arts commission, arts council etc.)
- State legislators (assembly members and state senators)
- Congressional representatives (House and Senate)

BUILDING AND CULTIVATING RELATIONSHIPS

- Collaborating across different sectors on the same issues builds solidarity in advocacy efforts
- Engage business and community leaders in using their positions to influence decision-makers and become spokespeople and advocates for learning through the arts

Remember: federal legislation can affect state and local government, but no level of government is more important than another. Local government is a good place to get started in being a communicative advocate and your impact can be greater here too.



SACRAMENTO: ARTS, CULTURE, & CREATIVITY ADVOCACY DAY

TUESDAY **APRIL 23**

JOIN THE MOVEMENT



OPEN CALL: EVENT HOSTS, DELEGATES, SPONSORS, VOLUNTEERS & MORE!
REGISTER TO PARTICIPATE! www.californiansforthearts.org/calendar

Brought to you by



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OVERVIEW OF ARTS, CULTURE & CREATIVITY MONTH

ADVOCACY DAY ON APRIL 23 IN SACRAMENTO

SCHEDULE

9:00 am: Legislative presentations

9:30 am- 12:00 pm: Gather, network, performances and speeches

12:00 pm - 1:00 pm: Lunch

1:00 pm - 5:00 pm: Afternoon visits to legislator offices

5:00 pm - 7:00 pm: Reception

Schedule may be subject to change

ARTICULATING THE VALUE OF THE ARTS

IMPACT CLUSTERS

- Individual enrichment
- Community enrichment
- Economic advancement
- Educational advancement



POLICY AGENDA FOR ADVOCACY DAY

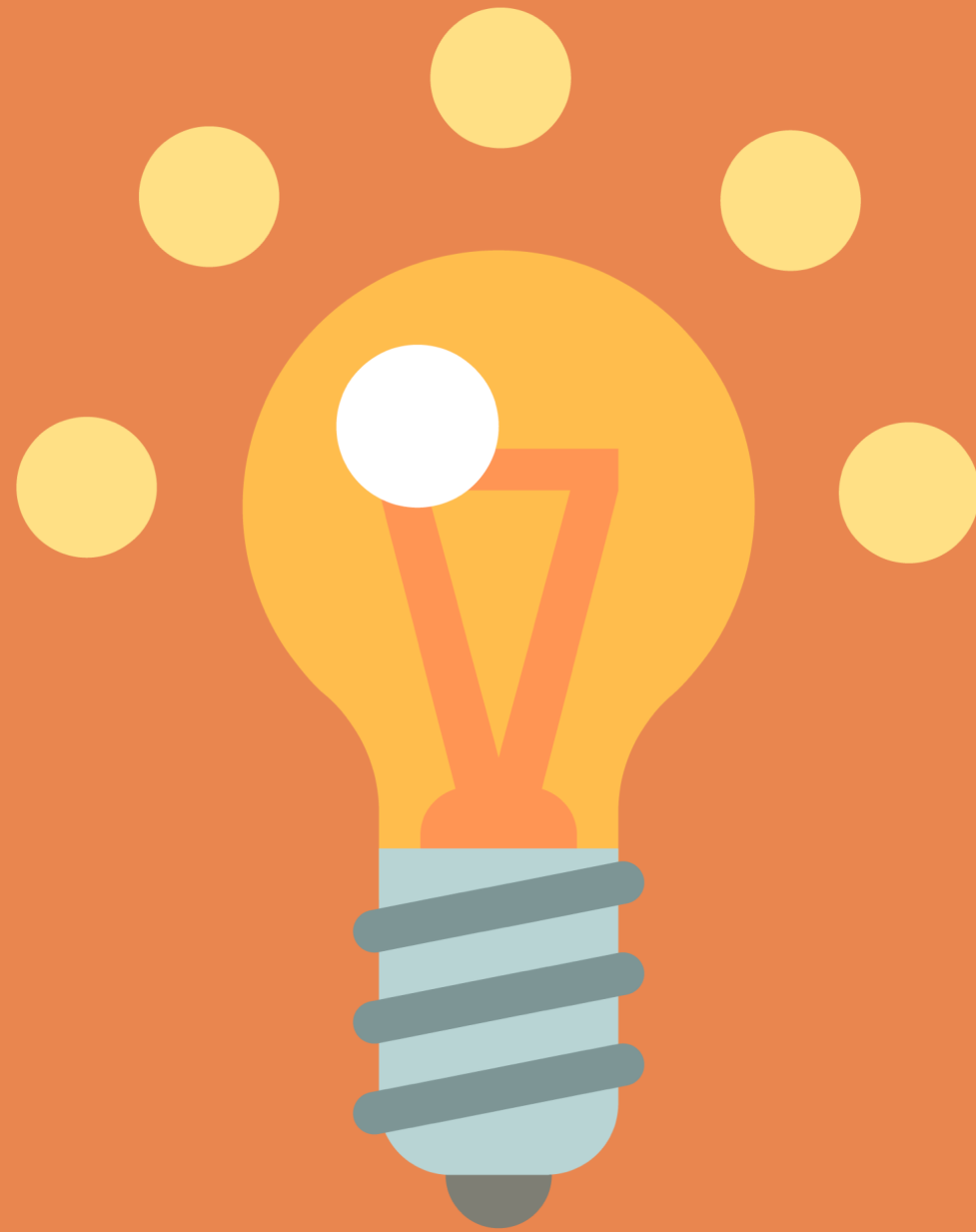
- Support Governor Newsom's permanent funding increase of \$10 million in the 2019 budget
- Recommend continued increased and permanent funding for the arts
- Value arts and culture as creative solutions to pressing societal issues
- Ensure all students have access to arts education and the ed code is enforced
- Support programs that provide for well rounded early childhood resources and to include arts & creativity
- Show our support for the Youth Poet Laureate pending legislation
- Build upon existing legislation for California's Cultural Districts Program
- Support the Museum Grant Program, administered by the California Cultural and Historical Endowment

POLICY AGENDA FOR ADVOCACY DAY

How are we going to do it?

- Educate our representatives about arts and culture programs that benefit California
- Share our Arts Impact Stories
- Connect, advocate and mobilize
- Build our case and show our strength





WAYS TO ENGAGE

WAYS TO ENGAGE

WRITE AN OP-ED IN YOUR LOCAL NEWSPAPER OR A LETTER TO THE EDITOR

Writing to your local newspaper is a quick, simple and free method of raising the public's awareness on a topic.

- Decide who in your community is writing the op-ed about the impact of arts, culture and creativity in your community. We can provide talking points.
- Follow up with supportive letters to the editor.
- Use data, tell a compelling impact story
- Write a letter to the Governor thanking him for the 10 million dollar increase
- Write a letter to your representatives encouraging to vote for the budget funding

WAYS TO ENGAGE



BRING ARTS, CULTURE & CREATIVITY MONTH TO YOUR COMMUNITY

- Advocate in your county by designating April as the new Arts, Culture & Creativity Month.
- Ask performing arts or public venues to include ACCM in their curtain speeches.
- Piggyback on an existing event to raise awareness of Arts, Culture & Creativity Month.
- Submit your event to Californians for the Arts for ACCM.
- Include ACCM logo on existing events and show your participation for arts advocacy!

WAYS TO ENGAGE

ORGANIZE VISITS TO YOUR LOCAL DISTRICT OFFICES

- During April 11-20 legislature is in recess.
- That is a great time to visit them in their district offices! Contact your local council or commission for direction or to join you.
- Keep your legislators informed and up-to-date about activities, accomplishments and events. Provide them with information, contacts, and referrals so they can find out more.
- Get to know your legislators. Find out all you can about their special interests and favorite causes. This information will help you tailor your presentation to legislators' personal interests.
- Find out what committees legislators are on so that you can target the right official for your issue and know who can make or break a piece of legislation.

WAYS TO ENGAGE

SPREAD THE WORD

- Make the leap from arts supporter to arts activist and facilitate groups to attend Arts, Culture and Creativity Advocacy Day in Sacramento on April 23!
- Register for Arts, Culture & Creativity Month through our website
- Spread the word and share with your friends and family
- Share the website link and 'Ways to Engage' page

Use hashtags:

**#artscreate #artscreateCA #ACCM
#CAisTheStateoftheArts**

WAYS TO ENGAGE

STAGE A PUBLIC ACTION

- Gather in front of your city hall, county office or other public space to celebrate the arts.
- Parade to highlight the success of arts in your community.
- Organize an educational workshop or lecture to education your community on art's impact.
- Recognize your local legislator.

WAYS TO ENGAGE

SHARE YOUR ARTS IMPACT STORY

- Submit your story, narrative, a link to an article or blog post, a work of art or a video illustrating how the arts have impacted you or your community and help us build our case.
- Visit californiansforthearts.org/arts-impact-stories to submit.



BASICS OF A DELEGATE VISIT

BASICS OF A DELEGATE VISIT

Prepare in advance:

- Do your research, know who you are visiting
- Practice your story
- Study talking points to advocate for Policy Agenda
- Determine who will talk about which topics

Please do not:

- Make direct requests for support by an organization or artist
- Follow up on existing asks of a personal or organizational nature

BASICS OF A DELEGATE VISIT

- Ask how much time they have & thank them for your time
- Be polite and treat the staff with respect
- Focus on why support for arts and culture is so important in this district
- Share your Arts Impact Story
- Focus on an element of our Advocacy Day Policy Agenda
- Ask questions about their Arts Impact Story (Politicians are people too. By learning about them as people, you might find new ways to build a relationship). Look around their office and see if there is art or something you can talk about.
- Get their commitment before you leave

Remember: You have every right to advocate. They are your elected representatives.

CALIFORNIANS FOR THE ARTS presents

ARTS ADVOCACY DAY

CONNECT ADVOCATE MOBILIZE

We need public investment to make arts accessible for every Californian & in every school.

Join us, 9am-1pm

TUESDAY, APRIL 23

WHERE: CAPITOL STEPS, SOUTH SIDE

RSVP: bit.ly/AdvocacyDayRSVP

PARTICIPATE: bit.ly/ACCMparticipate

ACCOMMODATIONS: bit.ly/ACCMhotel
Special hotel rates available

APRIL 2019

arts
& culture
creativity
month

FACT: The Creative Sector is 7.1% of CA's Gross State Product, ahead of agriculture and transportation.

RALLY
PERFORMANCES
SPEAKERS
ART MAKING
& MORE!



ARTS CREATE IMPACT

Share your ARTS IMPACT Story to help raise awareness of the educational, economic, social and cultural value of the arts.

CALIFORNIA IS THE STATE OF THE ARTS

TOGETHER, LET US BE KNOWN AS THE LEADING STATE OF CREATIVITY

#CAfortheArts #artscreate #artscreateimpact #artsadvocacy #ACCM #artscreateCA #CAisthestateofthearts

Brought to you by CALIFORNIANS FOR THE ARTS | FOR SCHEDULE & INFO: WWW.CALIFORNIANSFORTHEARTS.ORG

SPECIALS THANKS TO OUR SPONSORS & PARTNERS

CALIFORNIA
CULTURAL
DISTRICTS
COALITION

SACRAMENTO METROPOLITAN
ARTS
COMMISSION

CAM
CALIFORNIA
ASSOCIATION
OF MUSEUMS

CREATE CA
PROUD MEMBER

CALIFORNIA ALLIANCE
FOR ARTS EDUCATION

A | C | S | O

50TH ANNIVERSARY
1969-2019
ASSOCIATION OF CALIFORNIA
SYMPHONY ORCHESTRAS
30 Years of Empowering Our Music Community

RESOURCES



[Americans for the Arts](#)

[California Arts Council](#)

[Cultural Data Project](#)

[National Assembly of State Arts Agencies](#)

[Create CA](#)

[Otis Report](#)

[NEA](#)

[Find Your Representatives](#)



Accelerating Silicon Valley's Creative Culture



THANK YOU TO OUR SPONSORS & PARTNERS



CREATE CA IS CALIFORNIA'S STATEWIDE MOVEMENT FOR ARTS EDUCATION.

We are Californians working together within our communities and across the state to find practical solutions that place the wellbeing of our students—and our future—at the center of education.

Founded in 2011, Create CA uses the model of collective impact to find sustainable solutions for every community.

Statewide partners



Regional partners



Join the movement at **CREATECA.org**





**QUESTIONS?
CONTACT US:
MEMBERSHIP@CALIFORNIANSFORTHEARTS.ORG
WWW.CALIFORNIANSFORTHEARTS.ORG**

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APRIL 2019

