



DRAFT of Suggested Advocacy Steps for Florida's Arts, Arts Education, and Culture Advocates



Attention Communicate Tell Your Stories

November 2018 through March 2019

Additional informational links will be added soon.

I will and encourage staff, board members, and others to



- 1** **learn the most effective ways to communicate** and build stronger relationships with policymakers to create greater understanding of and support for our funding needs and other policy issues;
- 2** **add contact information for local, state, and federal policymakers** and their spouses/partners and staff members to personal and organizational address books: their emails, district and Capitol mailing addresses, Twitter handles, and other social media info;
- 3** **learn about our local, state, and federal policymakers** by visiting their websites: backgrounds, professions, interests, committee assignments, etc., and **follow them on social media and sign up for their newsletters**;
- 4** **send congratulatory letters** to my and/or our county-based newly elected and returning state and federal policymakers and **invite** them, their spouses/partners, and staff to local arts, arts education, and culture events throughout the year;
- 5** **collaborate and strategically plan** with our **local arts agency** and other local arts, arts education, and culture colleagues to educate our state legislators about the LOCAL IMPACT
 - that the Florida Department of State Division of Cultural Affairs' (DCA) matching-grant cuts have had within **our county** and **region** over the last few years;
 - that the four state appropriation asks to fund the 2019-2020 competitively evaluated and recommended 2019-2020 matching DCA grants will have on the state and our county;
 - and collaborate to strategically plan**
 - a.** to **research and cast the appropriate messengers** that know and have access to our legislators — who knows whom and who supported their campaigns;
 - b.** to **share** which state and federal policymakers I or others know;
 - c.** a presentation at one of the **local county delegation** meetings where a well-known and respected spokesperson speaks on behalf of all the county's arts, arts education, and culture industry; however, a large group of advocates should attend to visually demonstrate support for the issue/s;
 - d.** **scheduled face-to-face DISTRICT meetings** with our state legislators and their staff prior to March 2019; ask them what matters to them and **prepare, share, and align some facts** about our industry with their interests and assigned committee work; and say and follow up with a thank you to them and their staff for their time and any additional information they requested;
 - e.** **secure endorsements of support** from local business groups, and governments — ask city and county governments to include the DCA and NEA asks in their 2019 Legislative and Congressional requests;
- 6** use the **2019 Match for More Impact Appropriation Asks** needed to fully fund the four DCA matching-grant line items and our **specific county 2019-2020 DCA recommended matching-grant requests** under the applicable DCA grant-funding categories in our communications;
- 7** **register and participate** in the Florida Cultural Alliance's monthly advocacy and information-to-use statewide conference calls;
- 8** **follow up in a timely manner on all action alerts throughout year**;
- 9** **register and participate** in Arts & Culture Day in Tallahassee, March 13, 2019 and in National Arts Advocacy Days, March 4 & 5, 2019;
- 10** **pay attention and stay engaged** in local, state, and federal advocacy issues that impact our industry.



Thank you. Your voice moves arts & culture forward.