

Building Public Value for the Arts

Everyone Can Be An Advocate



514 West Roosevelt
Phoenix, AZ 85003
Phone: 602-253-6535 | Fax: 602-253-6547
www.azcitizensforthearts.org



ARIZONA
citizens
action
for the ARTS

Arizona Citizens for the Arts

Statewide Advocacy Organization

- Arts, Culture and Arts Education

Community Engagement

- Legislative Liaisons
- Community Advocates
- Arts Education Advocates



514 West Roosevelt
Phoenix, AZ 85003
Phone: 602-253-6535 | Fax: 602-253-6547
www.azcitizensforthearts.org



ARIZONA
c i t i z e n s
a c t i o n
for the ARTS

Building Public Value for the Arts

Why is Public Support/Funding Vital?

1. Creates Access for all communities
2. Public Funding is Leveraged by Arts NPOs
 - a. 2%-8% of NPO art orgs budgets comes from public support
 - b. This funding is leveraged



514 West Roosevelt
Phoenix, AZ 85003
Phone: 602-253-6535 | Fax: 602-253-6547
www.azcitizensforthearts.org



ARIZONA
c i t i z e n s
a c t i o n
for the ARTS

How are the Arts Supported in AZ?

Public Support

1. Arizona Commission on the Arts
 - a. Public Funding is Leveraged by Arts NPOs
2. Local Arts Councils
3. Foundations and Private Business
4. Individual Donors



514 West Roosevelt
Phoenix, AZ 85003
Phone: 602-253-6535 | Fax: 602-253-6547
www.azcitizensforthearts.org



ARIZONA
c i t i z e n s
a c t i o n
for the ARTS

What is Advocacy?

As an advocate and constituent you are powerful

- Legislators/elected officials want to hear from you

Advocacy:

- Support of an idea or cause
- Deliberate process of influencing stakeholders
- Act of building support/community base
- Everyone can be an advocate
 - Lobbying: asking policymakers to take a specific position on a specific piece of legislation, or that ask others to ask the same



514 West Roosevelt
Phoenix, AZ 85003
Phone: 602-253-6535 | Fax: 602-253-6547
www.azcitizensforthearts.org



ARIZONA
c i t i z e n s
a c t i o n
for the ARTS

Advocacy Process

- **Research/Know Your Issue**
- **Create a Message/Strategy for Message**
- **Engage Community/Identify Assets**
- **Create Advocacy Plan & Use It**



514 West Roosevelt
Phoenix, AZ 85003
Phone: 602-253-6535 | Fax: 602-253-6547
www.azcitizensforthearts.org



ARIZONA
c i t i z e n s
a c t i o n
for the ARTS

Research/Know Your Issue

The Arts in Arizona

1. Why are the Arts Important?
2. What makes it possible for Arts to thrive?
3. What is the economic impact of the Arts?
4. What are the political and economic realities of our state?

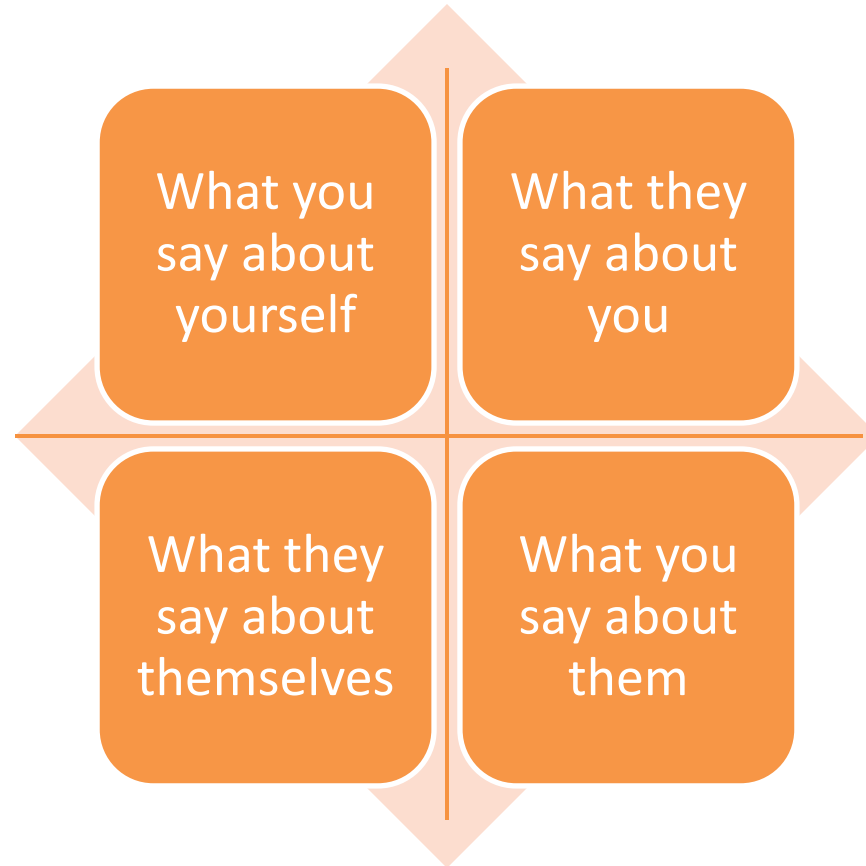


514 West Roosevelt
Phoenix, AZ 85003
Phone: 602-253-6535 | Fax: 602-253-6547
www.azcitizensforthearts.org



ARIZONA
c i t i z e n s
a c t i o n
for the ARTS

Strategy for Your Message



514 West Roosevelt
Phoenix, AZ 85003
Phone: 602-253-6535 | Fax: 602-253-6547
www.azcitizensforthearts.org



ARIZONA
citizens
action
for the ARTS

Arts Messaging

- **Arts** are the best reflection of important characteristics that define us as Arizonans and are essential to our future
- The **Arts** are an **economic driver**, support jobs, provide tax revenue, support tourism
- **Arts Education** Improved academic achievement, greater leadership and social skills, enhanced critical thinking, sharper problem-solving skills



514 West Roosevelt
Phoenix, AZ 85003
Phone: 602-253-6535 | Fax: 602-253-6547
www.azcitizensforthearts.org



ARIZONA
c i t i z e n s
a c t i o n
for the ARTS

Engage Community

1. Find others who share interest
2. Partner with NPO's
3. Talk to policy makers/elected officials
4. Offer to gather research, talking points, leverage relationships for elected officials



514 West Roosevelt
Phoenix, AZ 85003
Phone: 602-253-6535 | Fax: 602-253-6547
www.azcitizensforthearts.org



ARIZONA
c i t i z e n s
a c t i o n
for the ARTS

A,B,C,D

- The Assets you need to be successful already exist in your community
 - You can be a catalyst
- We as people and in community have talent, resources and power
 - ABCD is about leveraging those assets



514 West Roosevelt
Phoenix, AZ 85003
Phone: 602-253-6535 | Fax: 602-253-6547
www.azcitizensforthearts.org



ARIZONA
c i t i z e n s
a c t i o n
for the ARTS

Advocacy Plan

1. Be strategic
2. Set benchmarks
3. Collaborate with natural allies and partners
4. Celebrate success



514 West Roosevelt
Phoenix, AZ 85003
Phone: 602-253-6535 | Fax: 602-253-6547
www.azcitizensforthearts.org

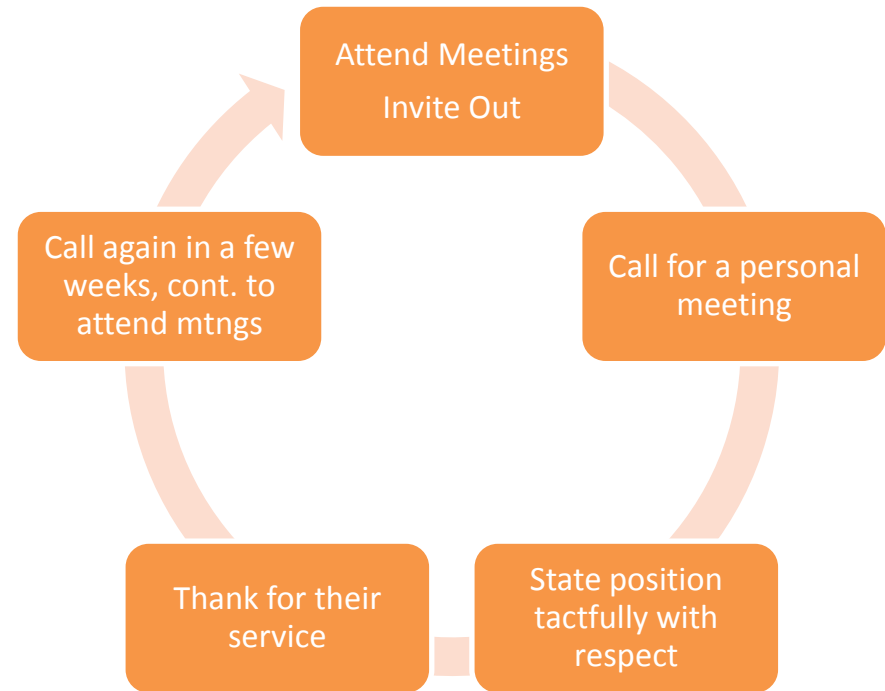


ARIZONA
c i t i z e n s
a c t i o n
for the ARTS

Elected Officials

Strategy you will use to Advocate:

- Attend Meetings consistently
 - *not just when your issue is discussed*
- Invite to relevant events in your community
- Ask for one to one meetings
- Talk about what they do right before what they do wrong
- Thank them for their service
- Seek to understand position



514 West Roosevelt
Phoenix, AZ 85003
Phone: 602-253-6535 | Fax: 602-253-6547
www.azcitizensforthearts.org



ARIZONA
c i t i z e n s
a c t i o n
for the ARTS

Questions?

Thank you for your time & participation.



514 West Roosevelt
Phoenix, AZ 85003
Phone: 602-253-6535 | Fax: 602-253-6547
www.azcitizensforthearts.org



ARIZONA
c i t i z e n s
a c t i o n
for the ARTS