

Everyone Can Be an Advocate

Advocacy, Strategy, Practice,
Engagement, Community



514 West Roosevelt
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citizens
action
for the ARTS

Arizona Citizens for the Arts

Statewide Advocacy Organization

Arts, Culture and Arts Education

Legislative Liaisons

Community Advocates

Community Partners



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Outline

1. What is Advocacy
2. Strategic Advocacy
 1. Research
 2. Message
 3. Community Engagement
 4. Make advocacy daily habit
3. Speaking with Elected Officials
4. Arizona and Arts Education/Arts
5. Building Public Value for the Arts



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What is Advocacy?

Advocacy:

- Support of an idea or cause
- Deliberate process of influencing stakeholders
- Act of building support/community base

“Arts education advocacy pleads the cause for young people across the nation to have the opportunity to learn in and through the arts.”-KCAAEN



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An Advocacy Process

- Research/Know Your Issue
- Create a Message/Strategy for Message
- Engage Community/Identify Assets
- Daily process, Advocacy Plan



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Research/Know Your Issue

Arts Education

1. Arizona Arts Education Census
2. Kennedy Center
 - a. Arts Ed Toolkit
3. Arts Education Partnership
<http://www.aep-arts.org/>
4. Arizona Department of Education

Arts in AZ

1. ACA
 - a. Arts Advocacy section of website
2. AzCA/AA
 - a. Arts Advocacy Center



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Create a Message

Answer the following:

1. What is your objective?
2. Who are your allies?
3. Who can you influence?
4. Who do you need to influence?
5. Are they open to education/awareness?
6. Who can deliver your message?



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Strategy for Your Message

Tell your story:

- The Story of ME
- The Story of WE
- Call to Action

What you
say about
yourself

What they
say about
you

What they
say about
themselves

What you
say about
them



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Engage Community



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Asset Based Community Development

- Mobilizing individual/community talents, skills and assets
- Identify individuals and organizations
- Utilize local resources, build local networks

“Although it is unlikely everyone in a coalition will agree on every issue, you will find some issues that all can agree to act on together to achieve greater impact.” -KCAAEN



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Advocacy Every Day

Checklist

- I can articulate why I value Arts/Arts Ed
- I regularly gather and share info relevant to Arts/Arts Ed
- I prioritize tasks and organize work plan according to advocacy calendar
- I build long term relationships with elected officials, their staff & media



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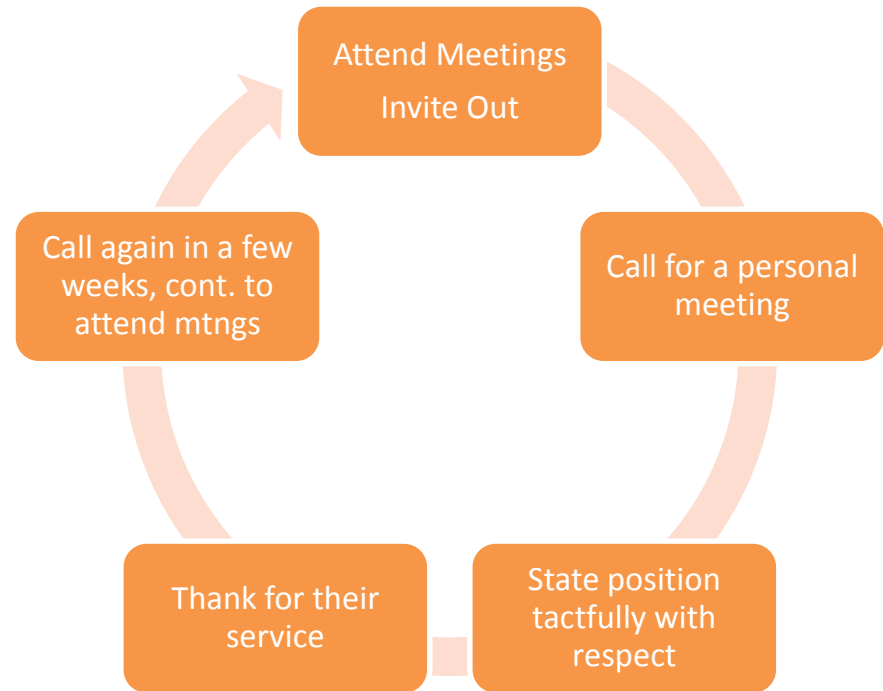


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Elected Officials

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



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Elected Officials

State Legislature

- Call staff to schedule meetings
- Make invitations to events in your district
- Attend committee mtngs, session – recognized on floor
- Track bills, votes and elections at AzCA Legislative Action Center

City Council & Governing Boards

- Attend regularly
- Understand etiquette, rules, processes of the meeting
- Follow up personally
- Ask for individual meetings
- Invite to events that will make an impact



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Tips for Legislative Visit

- Make an appointment well in advance
- Prepare a list of talking points to cover during the meeting
- Arrive on time, be prepared to wait
- Introduce yourself by name and organization
- Bring materials that support your goals to leave with the legislator
- Be prepared to meet anywhere—in an office, hallway, or lobby
- Deliver talking points in a respectful and relaxed manner
- Answer questions. If you don't know the answer, say so and offer to find out and provide the answer after the meeting
- Leave materials you prepared for use by the legislator or staff
- Thank the legislator or staff member for the meeting
- Follow up with a thank-you note and include any information promised during the meeting



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Tips for School Board

- Determine the date of the school board meeting and the policy for public participation
- Provide a courtesy call or email to the President of the School Board or Superintendent of Schools to let them know that you intend to speak during the public participation portion of the meeting
- Prepare a list of talking points that can be covered in three to five minutes
- Arrive on time, if appropriate sign-in
- When it is time for public participation, walk to the podium with your talking points
- When welcomed, state your name and review your talking points with the members of the Board of Education, not the audience
- Answer any questions asked by members of the Board or Superintendent
- Ask for follow up by the Board President on any actions taken by the Board that relate to your concerns/ideas
- Thank the Board and Superintendent for their time and consideration of your concerns/ideas



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Arizona in 2011

- **FY '11 and FY '12 Budget shortfalls**
- **Elected officials**
 - Gov. Brewer elected to 4 year term in November 2010
 - Top 5 offices held by Republicans
 - House of Representatives
 - 40 R, 20 D
 - 30 newly elected members
 - Rep. Kirk Adams is the Speaker
 - Senate
 - 21 R, 9 D
 - 19 newly elected
 - Senator Pearce is Senate President



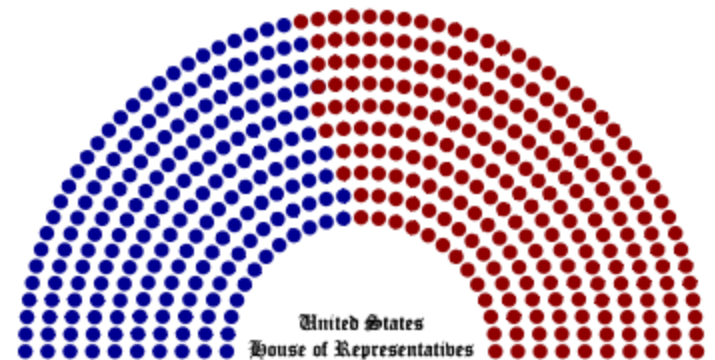
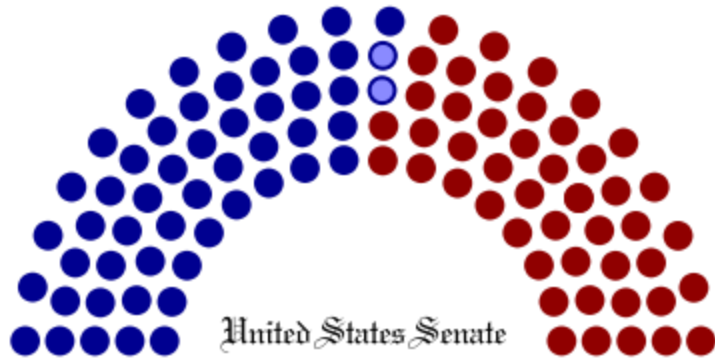
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112th Congress

- **Senate**
 - 13 Freshmen Senators – 1Ds, 12 Rs
 - 51 Ds, 47 Rs, 2 Is who caucus with D
- **House of Representatives**
 - 93 Freshmen Representatives – 9Ds, 84Rs
 - 193 Ds, 242 Rs



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Federal Budget

- **FY 2011 Deficit**
 - \$1.645 trillion
 - 2010 Election Pledge to cut 100 billion
- **Debt Ceiling of \$14.294 trillion set to expire Mid May**
 - unless Congress raises the ceiling or cuts spending/raises taxes by **\$738 billion over six months** the country will be unable to pay what it owes
- **HR1 – Proposed Spending Cut Bill**
 - Would cut \$61 billion for the rest of FY '11
 - Eliminates 60 federal programs; ***including Corporation for Public Broadcasting, National Endowment for the Arts***



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Building Public Value

- **Begins with You**
- **Tell your story**
 - Why are the arts important to you?
 - How do the arts enrich your life?
 - How do the arts make your community your home?
 - What is special about your legislative district/congressional district/city/school district, because of the arts?
- **You are a voter and have power to influence others**
 - Identify who you need to influence
 - Identify who you can influence
 - Find ways to tell the story of the arts that resonates with decision makers

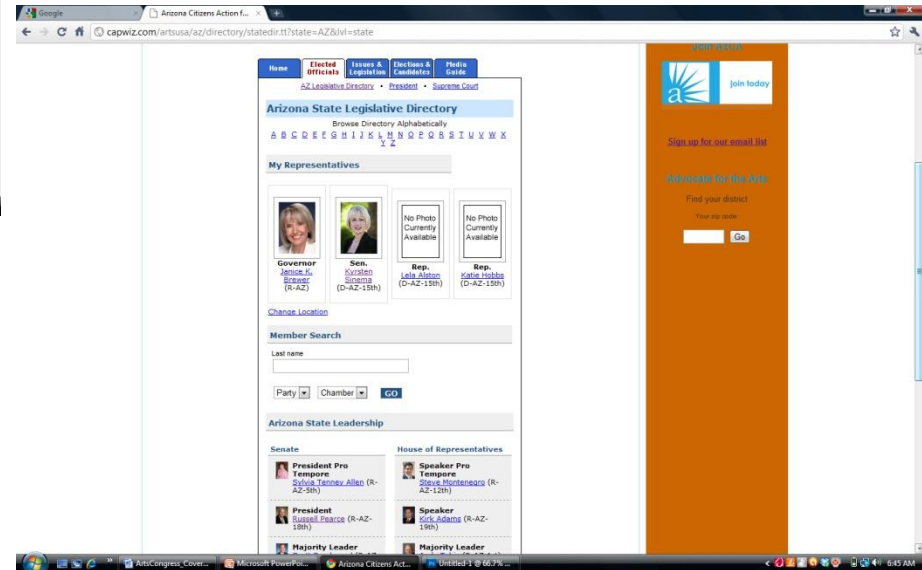


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Legislative Action Center



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Questions?

Thank you for your time & participation.



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