

Effective Advocacy

Advocacy comes in many forms, from the disrupters to the negotiators, everyone has a story to tell and a role to play if passion is your guide and change is your goal.



General Advocacy Tips

1. It is never too late to start the conversation with your elected officials.
2. Advocacy is education and the art of persuasion
3. Build your case – data and storytelling.
4. Look for opportunities outside of the usual suspects: integrate vs separate
5. Come with ideas and a plan ready to go – study what your community prioritizes and see how arts can be integrated.
6. Advocacy is a marathon, not a sprint. Be consistent, develop & maintain relationships like you would any potential funder.
7. Be persistent, don't give up!



Create A Campaign

5 Steps to Effective Advocacy



#1 - PLAN YOUR CAMPAIGN

- **State your Goals**
what is the change you want to see or problem you are trying to solve?
- **Identify Targets**
for whom are you doing this?
- **Identify Resources**
capacity, funding, time
- **Identify Partners/Opponents**
influencers
- **Know the Process, Be Informed**
who are the decision makers?
what are policy options?

#2 - CREATE AWARENESS

- **Design your Key Messages**
- **Build your case with data and storytelling**
- **Determine communications strategy**
op-eds, letters to the editor, social media campaign etc

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#3 - GENERATE ENGAGEMENT

- **Share** your advocacy toolkit
- **Get others to share** your message
- **Communicate with your advocates**

#4 - ENCOURAGE ACTIONS

- **What is the ask**
where & when should you make it?
- **Determine tactics**
grasstops vs grassroots: rally or behind the scenes meetings or both?
- **Read the room**
is it time to be aggressive or is it time to build consensus?

#5 - SUSTAIN THE MOMENTUM

- Organize, Show Up
- Be Consistent
- Be Flexible
- Be Hopeful





Outreach Strategies

Relationship Building

- Do not underestimate the value of developing a relationship to staff. They are often the people informing the elected about issues and are given portfolios to study. Become a conduit of information for the staffer!
- Attend public meetings & speak during public comments.
- Attend fundraisers or rallies for elected officials.
- Ask for a meeting in district.
- Invite them to your events.
- Recognize them for being an arts advocate.
- 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.
- Follow your elected officials on Twitter and social media and get to know their interests and voice – tag them!
- Steward elected officials as you would a potential major donor/client

Making an Ask

Other Strategies

- Adopt a resolution from your city council/board of supervisors to allocate federal relief and recovery funds to arts & culture (see [ArtsForLA toolkit](#))
- Reach out to your arts community/ecosystem and make a coalition ask. Advocate with, not for. Engage and pay artists to tell the stories.
- Look for help: Connect with your local and statewide/regional arts advocacy organizations for advice/support.
- Media Partners: Develop a relationship with your local media to become a source of information and expertise, apply pressure through publicity