



# **Advocacy 101**

## **The Basics of Advocacy & Arts NC**



## OUR MISSION

**Uniting people and communities to strengthen and celebrate a creative North Carolina**

## OUR VISION

**A vibrant North Carolina where the arts are embraced by all as indispensable.**





501(c)3, private non-profit organization

North Carolina's only statewide arts advocacy organization



Organization memberships and individual donations

The Creative State license plates and ARTS Day revenue



# ADVOCACY

is active **support** for a cause,  
idea or policy.

# LOBBYING

is **action** to advance money  
or policy requests.

You can't have **lobbying**  
without **advocacy**.

**Both **advocacy** and **lobbying** should be  
strategic and intentional.**



# Advocacy & Lobbying Work Together



## Grassroots:

Connecting to  
Elected Officials

Network of hundreds  
of organizations and  
thousands of  
advocates

## Professional Lobbyist:

Ken Melton  
Stephen Kouba  
Andy Chase

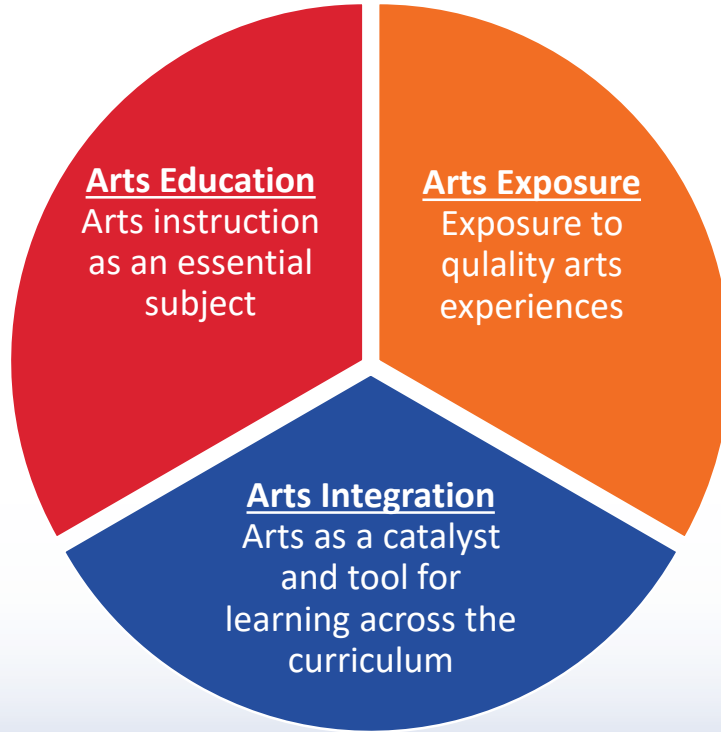
## Election Engagement:

Candidate and Voter  
Engagement

Election Resources

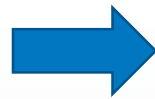


# Comprehensive Arts Education (CAE)





North Carolina Arts Council





# BUDGET PROCESS IN THE LEGISLATURE



- Appropriations: Agriculture and Natural and Economic Resources
- Appropriations, Base Budget
- Senate Floor

**19 KEY COUNTIES (7 Legislators):**  
Caswell, Rockingham, Stokes, Surry, Gaston, Madison, Mitchell, Polk, Rutherford, Yancey, Duplin, Johnston, Sampson, Buncombe, Henderson, Transylvania, Union, Carteret, Craven, Pamlico

- Appropriations: Agriculture, Natural, and Economic Resources
- Appropriations
- House Floor

**25 KEY COUNTIES (15 Legislators):**  
Cleveland, Union, Forsyth, Lincoln, Bladen, Sampson, Gaston, Alexander, Wilkes, Rockingham, Stokes, Surry, Guilford, Harnett, Johnston, Duplin, Onslow, Bertie, Camden, Chowan, Tyrell, Perquimans, Washington, Carteret, Jones





# BUDGET PROCESS IN THE LEGISLATURE

HOUSE

SENATE



**If, through this process, the House and Senate give us different amounts...**

**...then it goes to a conference committee with representatives from the House and Senate...**

**...where they eventually come to an agreement...**



**...or not... or they do and the Governor vetoes it. Then the state reverts to the "recurring" budget.... unless the veto is overridden in House and Senate**



# Joint Caucus on Arts and Arts Education

“The purpose of the Joint Caucus on Arts and Arts Education will be to educate Members of the House and Senate on the economic, education, and civic impact of the arts industry in North Carolina. The Caucus will meet as called by the Chairs for the purpose of disseminating research and information and to help grow awareness of North Carolina as The Creative State.”





# Joint Caucus on Arts and Arts Education

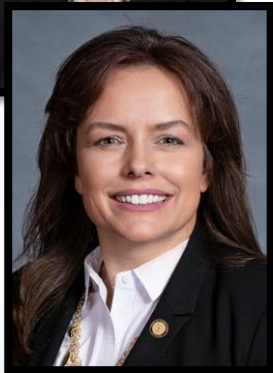
## Caucus Leadership

### NC House of Representatives

**Co-Chair: Rep. Becky Carney (D)**  
**Co-Chair: Rep. Jeffrey Elmore (R)**

### NC Senate

**Co-Chair: Sen. Vickie Sawyer (R)**  
**Co-Chair: Sen. Mike Woodard (D)**





# Joint Caucus on Arts and Arts Education

## 2021-2022 Caucus

- 33 in NC House** 28% (17 Reps & 16 Dems)
- 20 in NC Senate** 40% (12 Reps & 8 Dems)

## Arts NC Goals for the Caucus

- Economic Impact and Value of the Arts**
  - Pandemic Impact and Recovery**
  - Nonprofit Arts Sector & Creative Industries**
- Grants and Programs of the NC Arts Council**
  - Statewide Grant Programs**
  - Other Programs and Services**
- Arts Education**
  - Comprehensive Arts Education**
  - Student Outcomes**





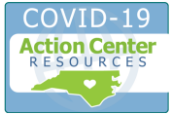
# Recent Advocacy Accomplishments

## State & Local

- ❑ [\\$15M for Arts from ARPA Funds AND \\$1M for Grassroots Grants](#)
- ❑ [\\$9.4M in Aid to Nonprofit Arts Organizations](#) (NC CARES Act Funds)
- ❑ [Arts High School Graduation Requirement](#)
- ❑ **Public Safety Orders Implementation** (March 2020 – May 2021)
- ❑ [Candidate Event/Forum Toolkit & 2022 Candidate Challenge](#)
- ❑ [10 Arts ARE Education Resolutions](#) (covers over 28% NC students)
- ❑ **New [ArtsEdNC.org](#) for [NC Arts Education Leadership Coalition](#)**
- ❑ **Local Arts Funding from [American Rescue Plan & CARES Act](#)**
- ❑ **Local Arts Education [ESSER Funding](#)** (\$3.2B available in NC)

## Federal

- ❑ **\$16B for Shuttered Venue Operators Grant** (\$286M+ in NC)
- ❑ **\$210M for NEA Pandemic Relief** (\$75M CARES Act, \$135M ARP Act)
- ❑ **Federal Unemployment Assistance**
  - ❑ **Federal Pandemic Unemployment Compensation-** Extra \$600/\$300
  - ❑ **Pandemic Emergency Unemployment Compensation-** Extra weeks.
  - ❑ **Pandemic Unemployment Assistance-** Covered independent workers.
- ❑ **Paycheck Protection Program-** Two rounds of emergency funding.





# Advocacy Methodology

## Grassroots Advocacy

Emails, Letters, Phone Calls, Public Comment

Alliances (Local Arts Council, Arts NC, AFTA)

## Relationships – “Grasstops” Advocacy

Meetings with Decision Makers (in-person, phone or video)

ARTS Day, National Arts Action Summit

Share your Story, Educate and Explain, Ask for the Arts

Be Non-partisan, Positive, and Grateful

## Public Awareness

Social Media, Email lists, etc.

Celebrations and Events

Print and Online Publications, Radio and TV News

Marches and Protests (Not Recommended for Arts)

**BE CAREFUL- Can make Both Friends and Enemies Quickly**





# Share, Educate, and Ask

**Share your stories** about how the arts impact you and the people in your community. It can be about access to the arts, arts education, or your local economy.

**Educate and explain** about research, data, and information showing how the arts and arts education are valuable and how increased investment in the arts will have a positive impact for your larger community.

**Ask for the arts** and for investment in the arts and arts education to improve your community, and all communities in North Carolina.





# Meetings with Elected Officials

## Step 1: Making the Meeting

- Who to Meet** – The right person for your request
- When to Meet** – No wrong time, but be strategic
- How to Schedule** – Just like any appointment
- Polite and Persistent** – Be positive and don't give up

## Step 2: Taking the Meeting

- Simple** – Share Stories, Educate & Explain, Ask for Arts
- Inclusive** – Arts are for everyone, be non-partisan
- Positive** – No matter what, stay positive

## Step 3: Thanking the Official

- Handwritten Note** – Always best
- Letter** – Everybody likes mail
- Email** – Better than nothing, use for follow up & info

## Step 4: Building the Relationship

- Stay in Touch** – Treat them like a friend
- Stay Informed** – Know your issues, and theirs
- Be Grateful** – Attitude of Gratitude







# Are you UP for the ARTS?



- Sign UP for Arts NC Email list
  - Receive Updates on issues impacting the Arts
  - Calls to Action when the time is right



- Join UP as an ARTS NC Member
  - Individuals starting at \$25
  - Organizations start at \$70 (rates based on budget)
  - Businesses can Endorse or Sponsor
  - Get The Creative State License Plate ([www.TheCreativeState.org](http://www.TheCreativeState.org))



- Speak UP for the ARTS
  - Answer the Calls to Action
  - Talk about why the Arts matter in your community
  - Meet UP with Elected Officials
  - Show UP In-Person or Online to [ARTS Day](#)

