

ARTS ADVOCACY...

Everyone Can Tell a Story

WE NEED YOU!



Presented by Jen Cole, Metro Nashville Arts Commission, March 19, 2013

Just the Facts Ma'am!

ADVOCACY means.....

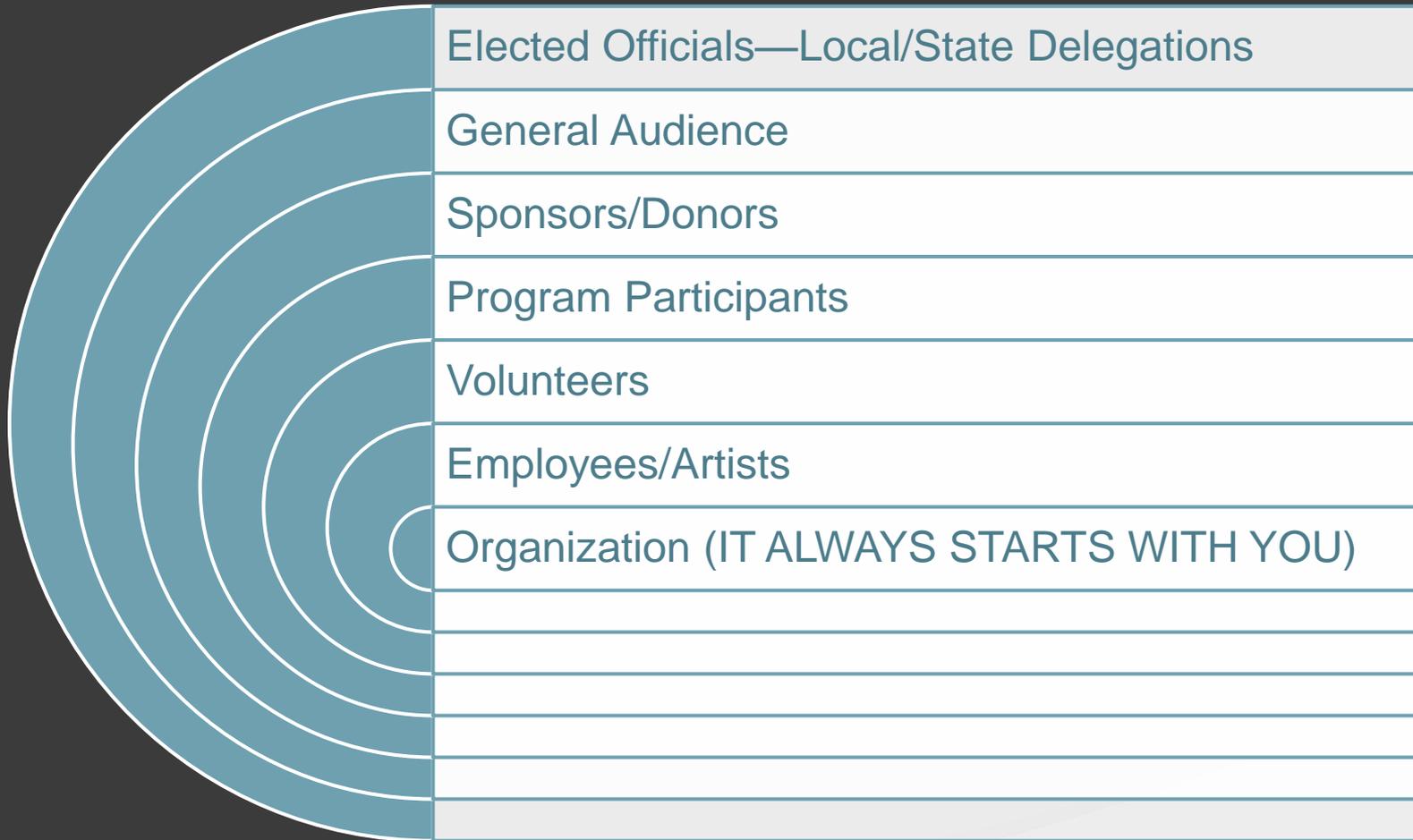
- ⦿ Building awareness
- ⦿ Creating audience
- ⦿ Demonstrating value and ROI
- ⦿ Telling your story

*Lobbying has federal IRS definitions and thresholds but is specific to a specific policy and or legislative agenda. **

<http://tn.gov/sos/tec/opinions/07-01.pdf>

<http://www.acc.com/legalresources/quickcounsel/lwdimf501c3o.cfm>

The Advocacy Circle of Influence



Treat Them Like Family

- Mail/Email Lists
- Newsletters/Annual Reports/e-blasts
- Special Events
- Tickets/VIP Invitations*
- Hand written notes
- Facility Tours
- Handwritten Thank you's—public and private

**unless you've hired a lobbyist*

Visit their Backyard

- ⦿ Attend non-arts district events
- ⦿ Follow their social media and constituent communications
- ⦿ Map the Circle of Influence and understand it
- ⦿ Understand committee assignments and key priorities—speak their language
- ⦿ Understand personal interests and passions—connect art and culture to personal narrative
- ⦿ Offer your leadership and frame your assets

Make them the Star (or at least an understudy)

- ⦿ Lead a Curtain talk
- ⦿ Invite them to Jury a show or exhibit
- ⦿ Participate in a class or student performance
- ⦿ Secure them as a guest artist or guest performer
- ⦿ Present an award (or give them one)
- ⦿ Open a training
- ⦿ Lead a talk, lecture or symposia

Examples that Work

- Frenemy to Fan (personal connections work)
- Yes, We Will (understanding district issues)
- Build a Friend for Life (constant engagement)



**Give a man a fish and feed
him for a day.**

**Don't teach a man to
fish...and feed yourself.
He's a grown man.**

And fishing's not that hard.

- Ron Swanson

TO SIGN UP AS AN ADVOCACY VOLUNTEER CONTACT



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