

ADVOCACY TOOLKITS



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Data as of 4/27/2020

HOW TO WRITE AN OP-ED, LETTER TO THE EDITOR, OR ADVOCACY LETTER

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A FEW THINGS TO KEEP IN MIND WHEN CRAFTING YOUR ADVOCACY PITCH

1. Make it local and relevant. Explain the [negative effect the pandemic has had on the arts](#) in your community, your organization, or for you personally. Use specific examples, but do not go into too much detail. You can summarize an issue in a sentence, and then use a link or hyperlink to articles or webpages which will allow them to read more if needed. Provide information about lost income and lost audience. You can relate those losses to [state and county data](#) as well. Discuss current challenges as well as those on the horizon and be honest about the severity of the situation.

2. Share why arts are essential. Talk about how you have responded to the pandemic. These should be positive stories about how the arts have had to innovate in order to reach and serve our communities, as well as other artists. Efforts to assist health care workers or specifically connect to children, underserved communities, veterans, seniors, or any other group that is disproportionately affected by the pandemic will be especially well-received. Be concise in your descriptions and provide links to more detailed information. Also, be sure to also submit these narratives to [CA Arts Champion campaign](#).

3. Discuss how the arts build and strengthen communities and economies. Specific examples of the impact the arts have locally are important. Financial or participation information can support your story, and broader information about the impact of the arts on economies, communities, and students can show your place in the big picture and the crucial role the arts will play as we reopen and recover.

For a simple calculation on your organizations's economic impact, multiply each attendee x \$31.47 in event-related spending (meals, parking, retail, etc. to get a total estimated audience spend figure or see Americans for the Arts' [Arts Economic Prosperity Calculator](#).

ADVOCACY ACTIONS



ADVOCATE TO

Protect funding for the State Arts Agency

TO ENSURE THAT: The budget for the State Arts Agency, California Arts Council, remains at current levels of \$26 million and if cuts are made across all state agencies, the arts are not cut any greater percentage than other agency.

TO TAKE ACTION: Send a letter to your elected official now! Go to our [advocacy campaign](#) to easily find your elected officials, send our editable letter template and add an optional personal message, all in one place!

You can also download our [letter template](#).



ADVOCATE FOR

Equitable Funding Opportunities

TO ENSURE THAT: Public and private funders loosen their grant restrictions and work on the equitable and rapid distribution of general operating funds into the field.

ACTION: Read our most recent [letter](#) to the California Arts Council for 2020-21 grant guidelines and emergency funding.



ADVOCATE FOR OUR

Art as Essential Campaign

TO ENSURE THAT: Artists and arts organizations are viewed as essential workers and valuable small businesses during the crisis and post crisis for economic revitalization.

TO TAKE ACTION: Read our [letter](#) to Governor Newsom on the Task Force on Business and Jobs Recovery. If you know someone on the [Task Force](#), please share our letter with them.



ADVOCATE FOR

The Support of Arts Funding

TO ENSURE THAT: Cities and counties prioritize arts funding to activate local economies and sustain cultural institutions and organizations.

TO TAKE ACTION: Download and read our [how to be an effective and informed arts advocate](#) and make your case to your local government.

[Contact us](#) if you need help to craft your local message.

ADVOCACY ACTIONS



ADVOCATE TO

Advocate for Artists as 2nd Responders

TO ENSURE THAT: Artists are second responders, essential workers willing to respond to a crisis to rebuild lives, provide hope, inspiration and distraction, and like any other profession, should be recognized for their work and compensated for their service.

ACTION: Read our Op-Ed on [Artists as 2nd responders](#) and [share](#) our social media graphics.



ADVOCATE FOR

Advocate for Arts Nonprofits Organizations

TO ENSURE THAT: Arts nonprofit organizations are vital investors in community, providing social services and lifelines to many under resourced communities across CA and need access to emergency support.

TO ENSURE THAT: [Download](#), share and tag the organization you want to highlight with our 7 days of Support social media graphic campaign.



ADVOCATE FOUR OUR

Letting us help connect you to your regional arts advocacy networks

TO ENSURE THAT: You are connected with your local arts advocates, organizations, and elected officials.

TO TAKE ACTION: [Sign up now!](#)



ADVOCATE FOR

Participating in our #CAArtsChampion Campaign

TO ENSURE THAT: Awareness is raised on the importance and impact the arts have.

ACTION: [Submit your #CAArtsChampion Story!](#)

Share your story or honor an arts champion who has impacted you! We accept both written and video responses. Scroll down for more info.