

ARTSCOUNCILNAPAVALLEY.ORG

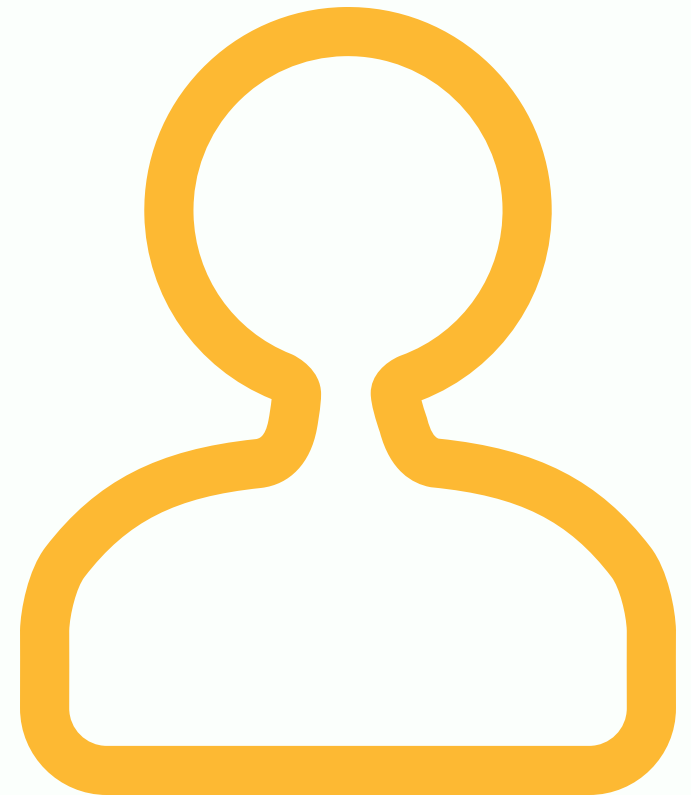


ADVOCACY TOOLKIT

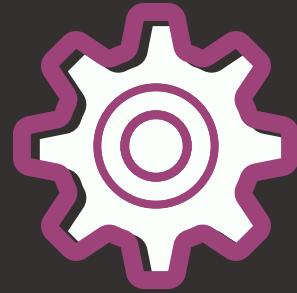
Last Updated: January 2019

ADVOCACY 101

The information and resources in this document are thanks to Brad Erickson and a workshop he presented for ACNV called 'Advocacy 101'. Mr. Erickson is the Executive Director of Theatre Bay Area, as well as the Treasurer for California Arts Advocates and Californians for the Arts, both statewide nonprofit advocacy organizations for the arts. He also serves as California's State Captain for Americans for the Arts (AFTA), leading the state's delegation to Washington, D.C., for AFTA's Advocacy Day each spring. At the local advocacy level, Brad co-founded Arts Forum SF and currently serves on the Executive Committee of Arts for a Better Bay Area. In 2016, Brad received the Alene Valkanas Award for Statewide Advocacy from Americans for the Arts.



HOW DOES THIS TOOLKIT WORK?



EACH **BULLET POINT** IN THIS
TOOLKIT IS **LINKED** TO A
PLETHORA OF USEFUL
INFORMATION - SO **CLICK**
AWAY!

Questions? Email info@ArtsCouncilNapaValley.org



YOU CAN BE AN ADVOCATE

- What Can I Do Today...
- Advocacy: A Civil Responsibility [Pdf file to download]

WHY ADVOCATE?

- Arts in Public policy [Pdf file to download]
- Why Should Government Support the Arts [Pdf file to download]

HOW TO ADVOCATE



- Advocate Best Practices [Pdf file to download]
- Dos and Don'ts of Advocacy
- Advocacy and Lobbying: Speaking Up For The Arts [Pdf file to download]
- Working with Public Officials
- What Do I Say? Tips for Advocacy Meetings
- Campaigning for Public Arts Support
- Facing Controversy: Arts Issues and Crisis Communications



MAKING THE CASE

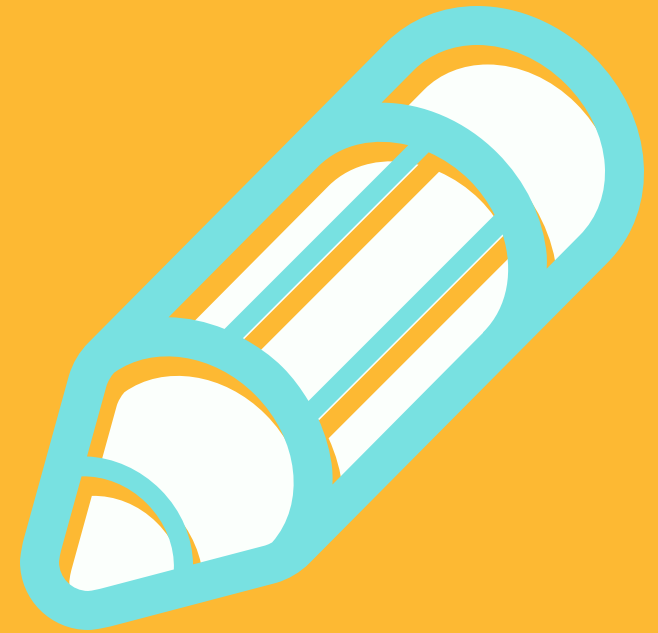
Economic Impact of the Arts

- Otis Report on the Creative Economy (2018)
- Creative Economy
- Arts & Economic Prosperity IV (Americans for the Arts)
- Local Arts Index
- Creative Industries Report (Americans for the Arts)

Community Impact of the Arts

- Building Public Will for Arts and Culture

ARTS EDUCATION



- Why Students Need Arts Education
- Make the Case to Your School Board
- Arts Ed Benefits for Students
- Arts Ed Facts You Can Use



ALLIES IN ARTS ADVOCACY

- Americans for the Arts
- National Assembly of State Arts Agencies (NASAA)
- National Endowment for the Arts
- California Arts Council
- California Alliance for Arts Education
- Californians for the Arts
- California Arts Advocates
- Arts for LA
- Arts Wisconsin
- Arts Midwest



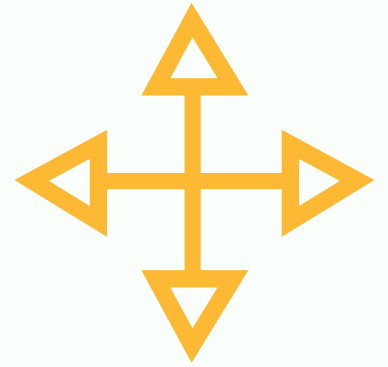
NAPA COUNTY AGENCIES TO CONTACT ABOUT ADVOCACY ISSUES

- Arts Council Napa Valley
- Napa County Government
- City of Napa
- City of Calistoga

NAPA COUNTY DISTRICTS TO CONTACT ABOUT ARTS ED ADVOCACY ISSUES

- Napa Valley Unified School District
- Calistoga School District
- St. Helena School District
- Pope Valley School District
- Howell Mountain School District

GENERAL ADVOCACY ADVICE



- You Can Advocate and Lobby (Mostly!)
- Everyday Advocacy - National Council of Nonprofits

**THANKS FOR YOUR INTEREST IN
ARTS ADVOCACY!**

Questions? Email info@ArtsCouncilNapaValley.org