



CAIN CENTER FOR THE ARTS

Arts NC, Advocacy Basics, & Local Arts Advocacy

Nate McGaha

Executive Director
Arts North Carolina



Glad to be here:

**CAIN
CENTER
FOR THE ARTS**



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Overview

- What Arts North Carolina is.
- What Arts North Carolina does.
- Legislative Goals for 2024.
- Advocacy Basics.
- Local Advocacy Methods.



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



56% Arts Organizations Memberships & Sponsorships,

15% License Plates, 14% Individual Donors, 8% Grants, 8% Earned & Misc.



Advocacy Definitions

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Advocacy & Lobbying Work Together



Grassroots:
Connecting to Elected Officials

Network of hundreds of organizations and thousands of advocates

Professional Lobbyist:

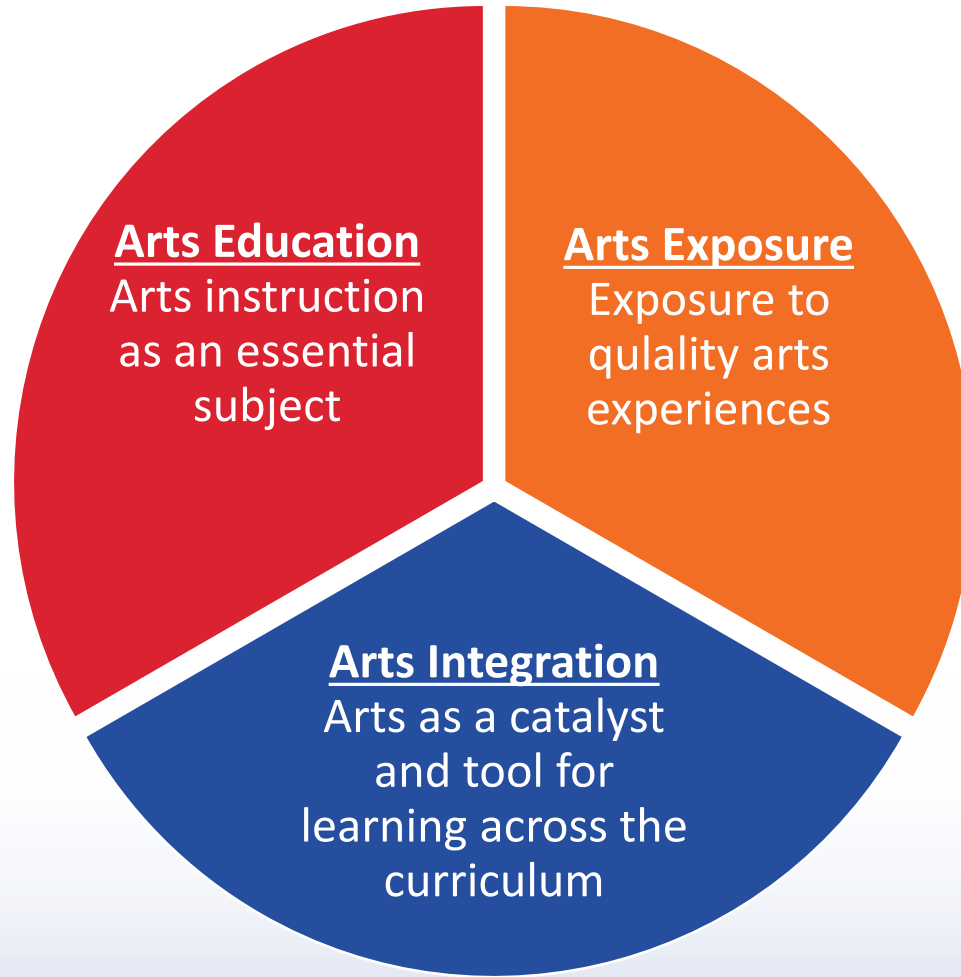
Ken Melton
Andy Chase
Sherry Melton

Election Engagement:

Candidate & Voter Engagement
Election Resources

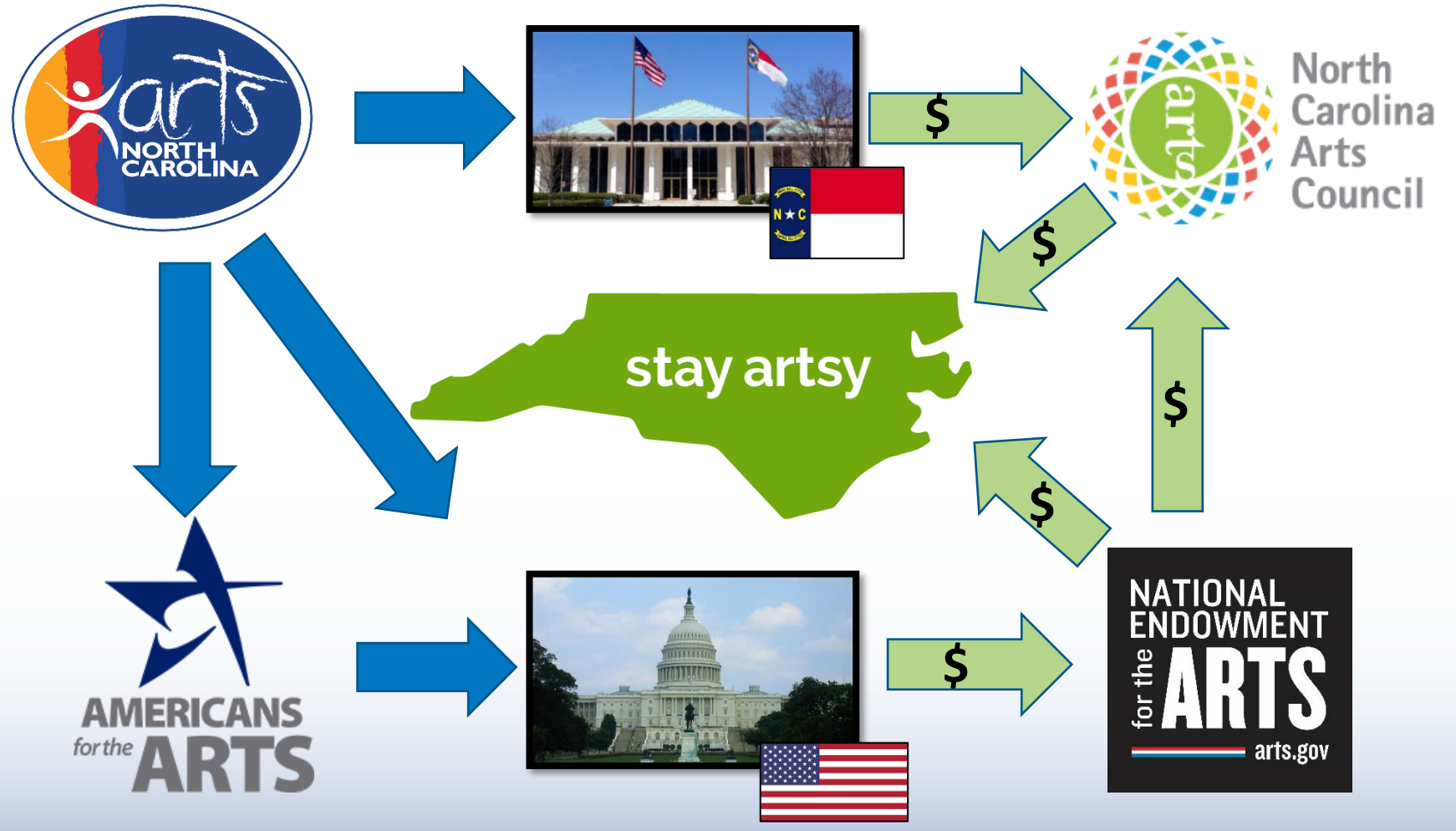


Comprehensive Arts Education (CAE)



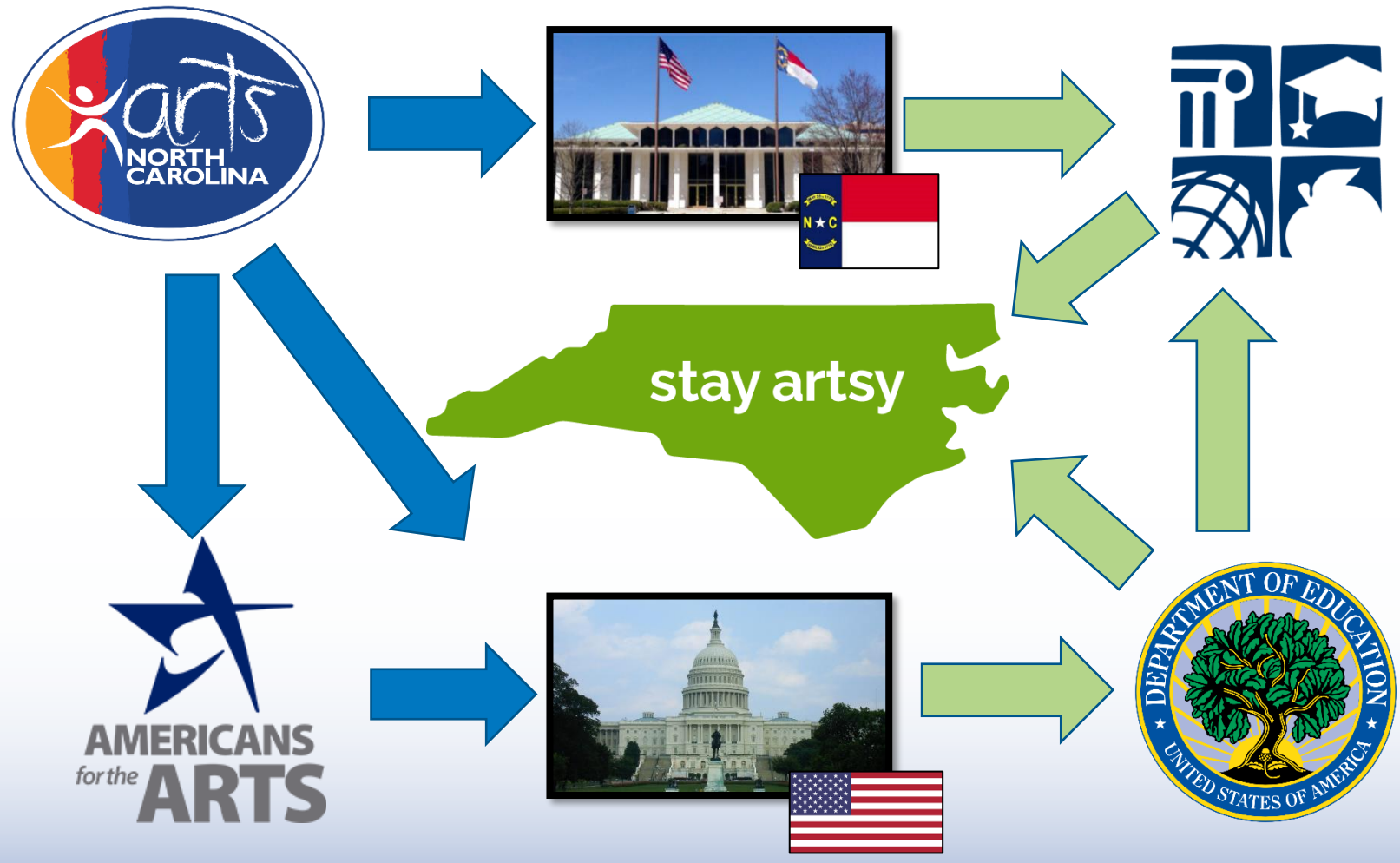


Public Funding and Policy for Nonprofit Arts Organizations





Public Funding and Policy for Arts Education in Public Schools





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

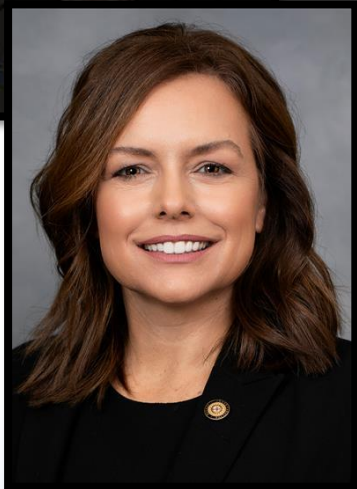
Co-Chair: Rep. Becky Carney (D)

Co-Chair: Rep. Kyle Hall (R)

NC Senate

Co-Chair: Sen. Vickie Sawyer (R)

Co-Chair: Sen. Mike Woodard (D)





Joint Caucus on Arts and Arts Education

2023-2024 Caucus

- ❑ **33 in NC House** 28% (14 Reps & 19 Dems)
- ❑ **19 in NC Senate** 38% (11 Reps & 8 Dems)

Arts NC Goals for the Caucus

- ❑ **Economic Impact and Value of the Arts**
 - ❑ Nonprofit Arts Sector & Creative Industries
 - ❑ Artists as Small Business & Creative Workforce
- ❑ **Grants and Programs of the NC Arts Council**
 - ❑ Statewide Grant Programs
 - ❑ Other Programs and Services
- ❑ **Arts Education**
 - ❑ Comprehensive Arts Education
 - ❑ Student Outcomes





ARTS DAY 24

MAY 21 & 22, 2024

RALEIGH, NC

ARTS Day 2024: May 21st & 22nd

- ☐ Day 1: McKimmon Conference Center at NC State
- ☐ Day 2: ARTS Day Pavilion on Halifax Mall

- ☐ **Conference Day:** Speakers, panels, and performances to inform and inspire the statewide creative community.
- ☐ **Legislative Day:** Meet with Legislators and enjoy speakers and performers with lunch and networking in a shady tent on Halifax Mall.
- ☐ **Full Scholarships for Independent Artists, Students, and Educators.**
- ☐ **New Accessibility Initiatives**





Recent Accomplishments & 2024 Goals

Recent North Carolina Accomplishments

- ❑ **2023: \$2.5M Recurring Increase for Grassroots Arts Program** (\$3.8M to \$6.3M)
- ❑ **2023: \$1.5M Non-recurring funds for A+ Schools of NC** (over 2 years)
- ❑ **2023: Arts Proficiency High School Diploma Endorsement**
- ❑ **2022: \$1M Recurring Increase for Grassroots Arts Program** (\$2.8M to \$3.8M)
- ❑ **2021: \$15M for Arts from ARPA Funds** (\$10M for Grassroots- \$5M General Grants)
- ❑ **2020: \$9.4M in Aid to Nonprofit Arts Organizations** (NC CARES Act Funds)
- ❑ **2020: Arts High School Graduation Requirement**
- ❑ **2020-2021: Implementation of Public Safety Orders** (COVID-19)

2024 NC General Assembly Goals

- ❑ **\$1 Million additional recurring allocation for NC Arts Council General Grants**
 - ❑ **NEW Sustaining Support Grants** (open to all eligible organizations).
 - ❑ **Reinstated Military and Veterans Healing Arts** grant program.
 - ❑ **Project Support, Artists Support, Statewide Service Organizations**, and more...
- ❑ **Grassroots Arts Program Grants**
 - ❑ **Equitable and stable funding using consistent metrics** (not Tiers & population).
 - ❑ **System that awards portion of ALL GAP funding to ALL 100 counties.**



NC Arts Council Direct Operating Funding

Before 2020:

~~State Arts Resources Grants~~

- 50+ arts organizations statewide.
- Invitation only, not competitive.
- Awards: \$15,000- \$83,000
- No funding to grow program.

2020-2023:

~~Organization Support Grants~~

- 80+ additional arts organizations statewide.
- Open to arts organization that had received NC Arts Council funding over prior five years.
- Awards: Up to \$15,000
- Reaching 67% more Tier 1 counties, 57% more Tier 2 counties, 29% more Tier 3 counties.

2024:

Sustaining Support Grants

- Open to any arts organization with annual budget of \$75,000+ and at least one part-time staff.
- Competitive grant: Artistic, Community, Leadership.
- Awards: \$7,500-\$65,000
- Award amount based only on annual budget.
- **Increased General Grants = More/Larger Awards!**





NC Arts Council Grassroots Arts Program

2022:

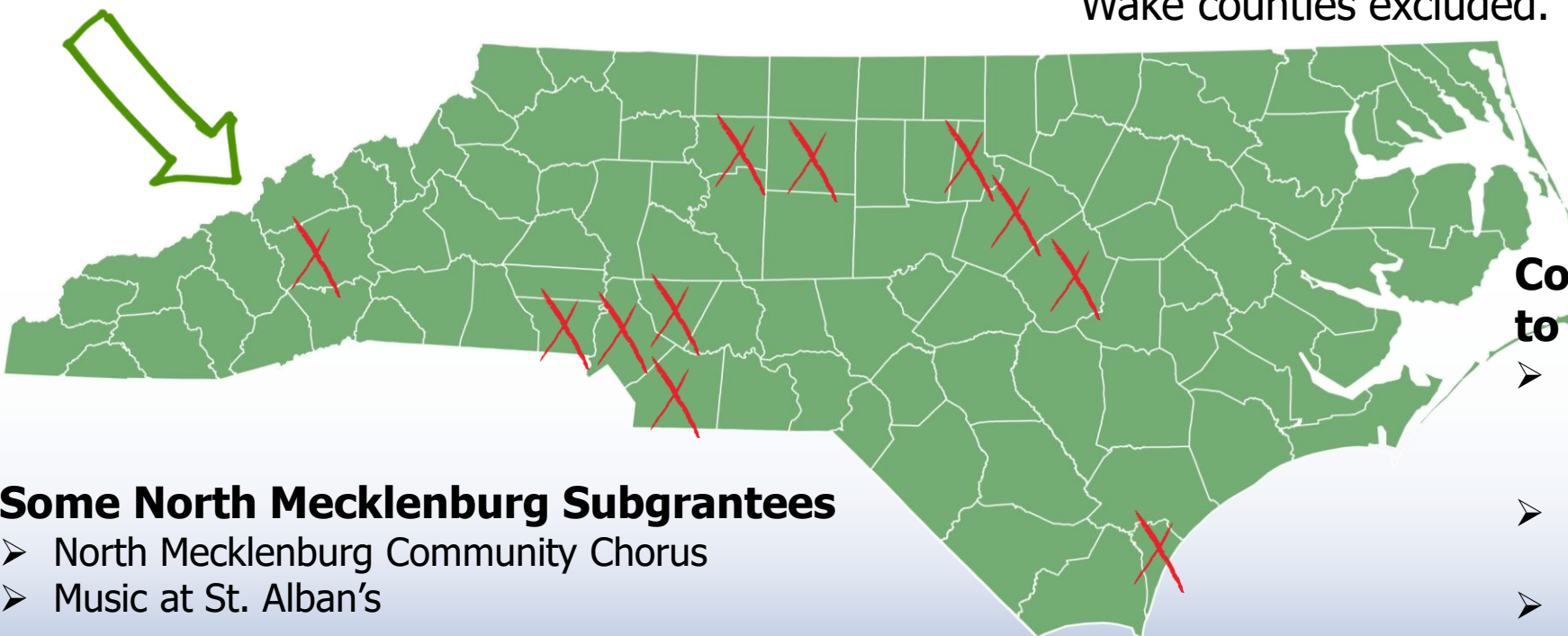
Grassroots Arts Program Grants

- Awarded \$3.8M to partners in all 100 counties.
- Distribution: 20% equally, 80% by population.
- Population over 50k must subgrant 50% or more.
- Multi-Cultural Requirement = Equity & Inclusion.

2023:

Grassroots Arts Program Grants

- Additional \$2.5M, \$6.6M Total.
- Tier 3 counties with populations over 250,000 excluded from new \$2.5M in funding.
- Buncombe, Durham, Mecklenburg, Union, and Wake counties excluded.



Counties in danger due to shifting metrics:

- **Population growth:** Cabarrus, Johnston, New Hanover
- **Tier change:** Forsyth, Guilford
- **Both:** Gaston

Some North Mecklenburg Subgrantees

- North Mecklenburg Community Chorus
- Music at St. Alban's



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Advocacy Methodology

- **Messaging:** One-way communication to decision makers.
 - **Often the first step:** email, letter, phone call.
- **Conversation:** Two-way communication with decision makers.
 - **Advocate & Decision Maker** in dialogue about issue.
- **Relationship:** Multiple conversations & communication.
 - **Gratitude, friendliness, familiarity, and mutual respect.**
- **Influence:** Communication through those with influence.
 - **Messaging, conversation, and/or relationship(s)** with influencer(s).
- **Public Awareness:** Messaging public to influence decision makers.
 - **Email lists, news media, social media, events,** & activism.
 - **Caution:** Makes both friends and enemies quickly.





Networking



Chamber of Commerce, Rotary, or Others

- Receptions, Lunches, Dinners:** networking opportunities
- Retreats, Inter-City Visits:** more expensive, but better connections can be made.

Political Events

- Elected Official Events**
- Candidate Forums/Events**
- Candidate Fundraisers** (with personal money) ***CAUTION***

Invite Elected Official & Others to Arts Events

- If they attend, they can see what you do.**
- If they don't attend, they are aware of what you do.**
- Either way it is an easy win.**



Grassroots



Arts NC for NCGA & US Congress

- Email List: artsnc.org/support/e-mail-signup/
- Calls to Action: We do most of the work.
- Take a minute to send the email.
- Take another minute to personalize it.

Personal Emails

- Invitations to Events
- Gratitude for funding, policy, or support.
- Updates on new programming & initiatives.

Write a Letter

- Gratitude for funding, policy, or support.
- Updates on new programming & initiatives.



Conversations

☐ Scheduled Meetings

☐ **In-Person, Video-Chat, or Telephone.**

☐ **Be Prepared:** Research and example to make your case.

☐ **Be Patient:** Polite persistence to get your meeting.

☐ **Share, Educate, & Ask:** Human narrative + supporting facts.

☐ **Attitude of Gratitude:** Before, during, and after.

☐ Training Resources

☐ **Videos:** artsnc.org/advocacy/training-videos/

☐ **Advocacy Hub:** artsnc.org/advocacy/

☐ **Other Resources:** artsnc.org/advocacy/arts-advocacy-resources/





Public Speaking



Write an Op-Ed

- Make your point & submit.**
- If not printed:** social media, blog, email list.

Speak at Public Events

- Chambers of Commerce, Rotary, Other Business Groups**
- Partner with other nonprofits** who align with your mission.
- Social Groups:** Clubs, sororities/fraternities, affinity groups.

Public City Council or County Commission Meetings

- Request well in advance:** Try to make it easy.
- Information + Inspiration:** public conversation.
- Performances:** Show and Tell works.
- Attitude of Gratitude:** Before, during, and after.



Proclamations

❑ Mayor, City Council, or County Commission

❑ October is Arts & Humanities Month

❑ Blog: blog.americansforthearts.org/2020/09/08/how-to-secure-a-local-proclamation-for-national-arts-humanities-month

❑ **Request well in Advance:** Try to make it easy.

❑ **Present at a Meeting:** Information + Inspiration.

❑ **Perform at a Meeting:** Show & Tell works.

❑ **Attitude of Gratitude:** Before, during, and after.

❑ Local School Board

❑ Arts ARE Education Proclamation

❑ Toolkit: artsnc.org/arts-education/arts-are-education-proclamations/

❑ **Arts in Education Week** (September) / **Arts in Our Schools Month** (March)

❑ **Request well in Advance:** Try to make it easy.

❑ **Present at a Meeting:** Information + Inspiration.

❑ **Perform at a Meeting:** Show & Tell works... especially with KIDS!

❑ **Attitude of Gratitude:** Before, during, and after.





Surveys & Events



Candidate Surveys

- Educating candidates and voters.
- Toolkit: artsnc.org/advocacy/election-portal/candidate-survey-toolkit/

Meet & Greets/Receptions

- Elected Officials OR Candidates
- Presentation and Performance
- Toolkit: artsnc.org/advocacy/election-portal/arts-candidate-forums-events/

Candidate Forums/Debates

- Make arts an issue during election.
- Engages candidates & community.
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Thank you for having me:

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Questions?

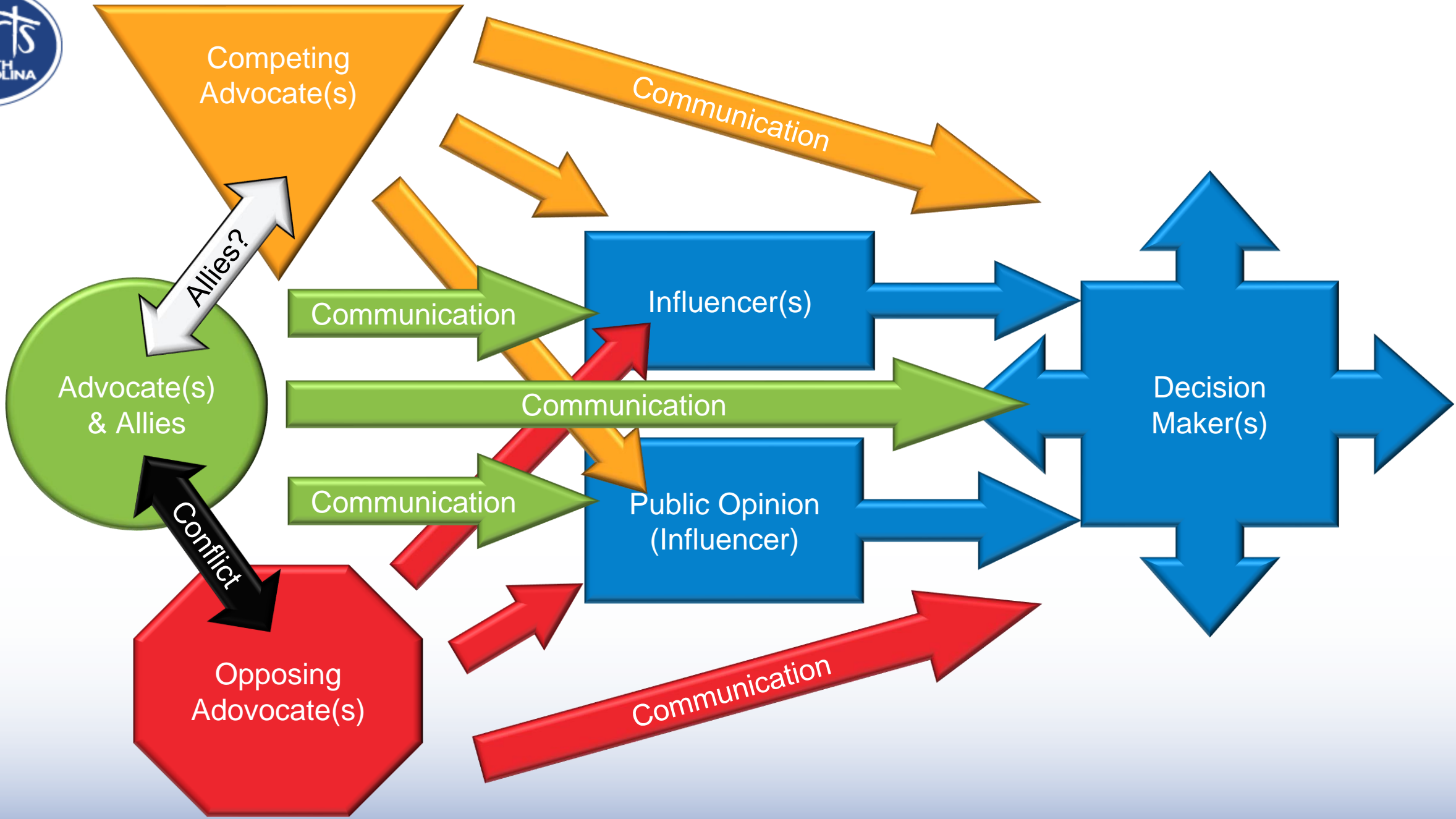
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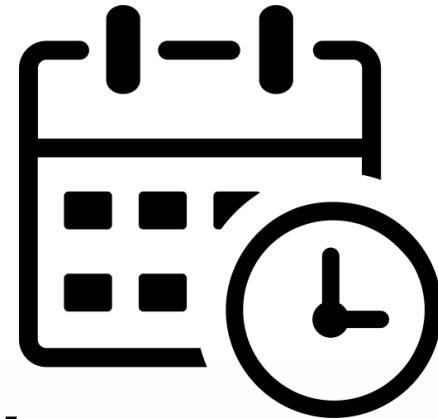
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Before the Conversation

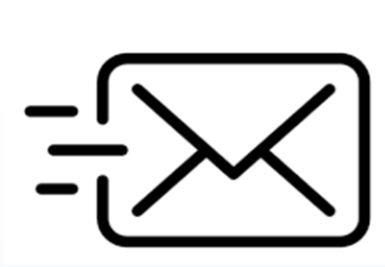
- **Prepare:** Who, What, Where, Why, & How?
 - **Know how it works** and assume you do not know already.
 - Find the **facts that support your perspective.**
 - Know the **facts that support other perspectives** and prepare for them.
- **Get the Meeting/Access:** Patient, persistent, polite & grateful.
 - It may take a while, **be patient & persistent.**
 - Never lose your cool, always **be polite and grateful.**
 - Make it easy for them for **time, date, location, platform, etc.**





Advocacy Messaging / Conversation

- **Share:** Narrative as example of desired outcome.
 - **Humans relate to stories** and emotions about other humans- be a human.
- **Educate:** Information and data to put story and ask in context.
 - **Adding logic to emotion** makes a stronger case.
- **Ask:** Make the request for an action or desired outcome.
 - **Try for a "yes,"** settle for a "maybe" (then follow up), or "to be continued..."





Advocacy Messaging / Conversation

- **Listen:** Understand and acknowledge the response given.
 - **If you disagree:** respectfully acknowledge, address, & respond.
- **Adapt:** Process, consider, adjust, & possibly compromise.
 - **Flexibility** is not a weakness- it is an asset.
- **Attitude of Gratitude:** Before, at the start, at the end, after, and ALWAYS.
 - **Thank you** notes, letters, and/or emails.

