

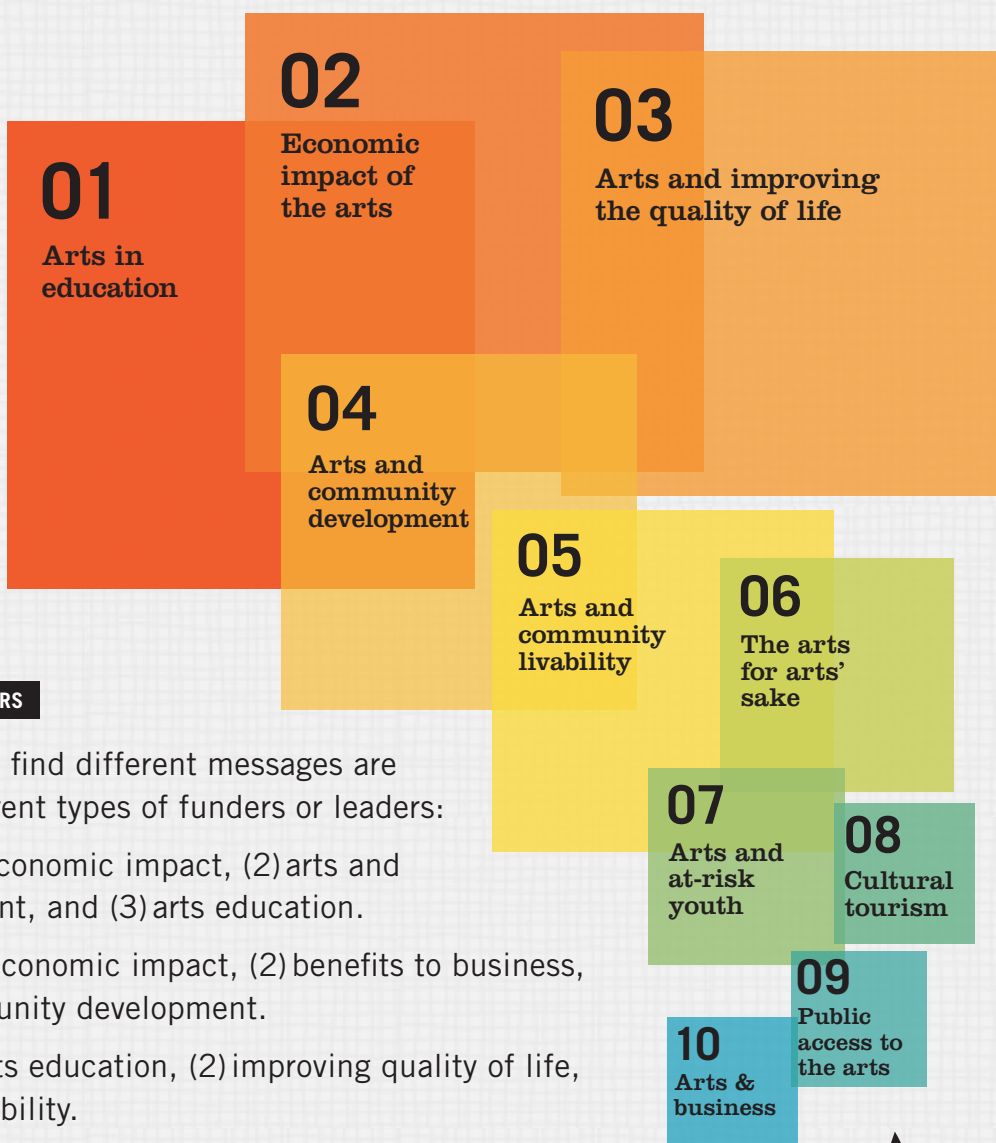
ADVOCACY AND STRATEGIC MESSAGING

Local arts agencies (LAAs) champion the arts at the local level.

Ninety-five percent make the case for arts funding and arts policies to private and public sector leaders and donors.

Ten Most Effective Arguments When Advocating for the Arts

LAAs advocate for issues ranging from increased arts funding and cultural tourism to arts education and public art in their communities. When asked to rank the effectiveness of 26 case-making arguments, the top three were education, economic impact, and improving quality of life. Effective LAA advocacy means billions of dollars directed to artists and arts organizations, more equitable access to the arts, and new pathways to arts engagement for the community.



LOCAL ARTS AGENCIES BY THE NUMBERS

Local arts agency leaders find different messages are more effective with different types of funders or leaders:

- **ELECTED OFFICIALS:** (1) economic impact, (2) arts and community development, and (3) arts education.
- **BUSINESS LEADERS:** (1) economic impact, (2) benefits to business, and (3) arts and community development.
- **PRIVATE FUNDERS:** (1) arts education, (2) improving quality of life, and (3) community livability.
- **INDIVIDUAL DONORS:** (1) arts education, (2) quality of life, and (3) “arts for arts sake.”