



# ABC's FOR EFFECTIVE ARTS EDUCATION ADVOCACY



## THE BUILDING BLOCKS



### APPROACH LEADERS & DECISION MAKERS

- Send invitations to visit classes, student exhibitions, and shows
- Introduce yourself, especially to newly elected officials



#### GET TO KNOW

- Boards of Education
- Arts Councils
- County Executives
- State Legislators
- Principals



### BUILD COMMUNITY



#### Establishing community supports urgent mobilization.

- Join and/or start social media communities via Facebook & LinkedIn groups
- Connect with educators from neighboring schools & local arts suppliers
- Partner with parent groups like PTAs
- Develop a community email list
- Stay connected to alumni



### COMMUNICATE WITH YOUR COMMUNITY



- Post on social media
- Share updates on a website or landing page
- Contact local news sources & radio stations
- Send email updates
- Start a text message chain
- List important links on Linktree

#### Use digital media to:

- Share board meeting dates & recordings
- Collect feedback from your community
- Highlight success stories
- Mobilize a call to action



### DEVELOP THE CAMPAIGN

#### Create an info toolkit for your community to access & support the campaign.

- Choose a slogan
- Specify the call to action
- Create email templates
- Provide testimonial templates
- Design campaign graphics for digital media
- Save content in a public cloud platform like Google Drive, Dropbox, etc.



Follow the ABC's of effective advocacy to mobilize your community to action!