



STEP INTO THE SPOTLIGHT

SHOWTIME ADVOCACY for ARTS EDUCATORS

Advocacy tools for arts advocates to rally their audience to their cause during showcases, exhibits, and other events.

PRE-PRODUCTION CHECKLIST

1.

COORDINATE WITH YOUR PRINCIPAL TO INVITE LOCAL LEADERS TO ATTEND YOUR SCHOOL EVENT AT LEAST 6 WEEKS BEFORE THE DATE

2.

CREATE A VIP EXPERIENCE FOR THEM BY OFFERING:

- ✓ FREE TICKET(S)
- ✓ DESIGNATED PARKING
- ✓ MEET & GREET WITH STUDENTS & FAMILIES

3.

INVITE LOCAL MEDIA. INCLUDE:

- ✓ EVENT DETAILS
- ✓ EXCITING SHOW NOTES
- ✓ GUEST LIST & NOTABLE INVITES



Include this checklist in your preparation plans for an upcoming event to ensure you engage decision makers who can support your program.



SUBJECT: YOU'RE INVITED

**[SCHOOL NAME & EVENT]
A CELEBRATION OF ARTS EDUCATION**

Dear [INVITEE'S Name],

I hope this message finds you well. On behalf of [School Name], I would like to warmly invite you to our upcoming school event, [Event Name], which will take place on [Date] at [Time] in [Location].

This event will showcase the incredible talents of our students and highlight the impact of arts education in our school. Your presence at this event would mean a great deal to our students, teachers, and community as we celebrate their hard work and creativity.

As a valued Community Leader and advocate for education, we would be honored to have you join us in recognizing the importance of the arts in shaping well-rounded, inspired learners.

EVENT DETAILS:

DATE:

TIME:

LOCATION:



Please let us know if you will be able to
join us
by [RSVP Date] to [Name via
Email/Phone Number or Address].

Copy/paste this template by clicking [here](#). Remember to include any official logos or seals from your school if sending a printed invitation.

Check in with your Principal and/or Fine Arts Supervisor to discuss your special guests list.

ARTS ADVOCACY CURTAIN SPEECH

Get ready to be inspired by the incredible student artists showcased on this stage as you are about to witness the transformative impact of arts education in our schools!

You can help support these students by raising your voice to advocate for arts programs here in our school and throughout Maryland.
(INSERT YOUR CALL TO ACTION)

Now, please silence your phones...but never silence your voice!

REMINDERS

Acknowledge your guests during the show and take pictures.

Use this speech template to craft a message for your audience at the start of or during the event. Your call to action or request should be brief, simple, yet an impactful next step to garner continued support for your program.



"CALL TO ACTION" EXAMPLES

- Join the boosters club
- Donate supplies or money
- Volunteer at the next event
- Attend the next school board or school budget meeting on (date)
- Sign our petition to support...
- Share your fave moments from our event on social media
- Follow @artsedmaryland for more resources



FINALE ADDRESS

Thank you for joining us tonight and for your ongoing support of arts education.

Your presence here speaks volumes about your commitment to our students' creative futures.

We extend our deepest gratitude to the decision-makers (name guests) who help make these opportunities possible—your dedication ensures that the arts continue to thrive in our schools.

Together, we are shaping not just the artists of tomorrow, but well-rounded, inspired individuals.

Thank you for believing in the power of the arts, and for being champions of our students' success. Please remember to (insert call to action.) Have a wonderful evening!

Use this closing speech template to craft your message for an audience at the conclusion of your event.

POST-PRODUCTION CHECKLIST

1. Mail or email a concise thank you message to special guests after the event. Include:

- ✓ Event pictures
- ✓ Upcoming event dates
- ✓ Student success story
- ✓ Ways to support

2. Share highlights with local media:

- ✓ Event footage/pictures
- ✓ Upcoming event dates
- ✓ Ways to support

Congratulations! Your event was a success. Wrap up the loose ends in your showtime advocacy efforts to reinforce the value of your school's arts programs.

