

ADVOCACY 101



SOUTH CAROLINA
ARTS ALLIANCE

THE BASICS

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n.

public support for, or recommendation of, a particular cause or policy.



Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed it is the only thing that ever has.

- Margaret Mead

Plug In.

Know the Game.

Know the Players.

Make a Connection.

Be the Expert.

Set the Table.

Show Up.

PLUG IN

- SC Arts Alliance Alerts
- SC Arts Commission “The Hub”
- Local Arts Council Newsletter
- Local Media Newsletter
- State Reporting
- Political Reporting / Alerts (Politico, The Hill, AP, etc)

KNOW THE GAME

- Learn how it all works.
- Pick something and follow it.
- Watch who is involved.
- Read as much as you can.
- Use Legislative Tracking.

MAKE A CONNECTION

- Find your legislator.
- Follow on social media and newsletters.
- Interact with them on social media, send them an email.
- Introduce yourself at a town hall, or even drop by the Statehouse.

BE THE EXPERT

- Read research related to the industry.
- Stay on top of trends in the arts.
- Understand impact of non-arts issues on the industry.
- Offer knowledge and expertise to local arts groups.
- Provide information to decision makers.
- Be their expert on the arts.

SET THE TABLE

- Invite elected officials to events.
- Set up a meeting to talk about an upcoming issue.
- Participate in forums and town halls.
- Craft your message.

SHOW UP

- THE MOST IMPORTANT STEP
- Attend City / County Council meetings.
- Go to Town Halls, Forums, Debates, Meet-And-Greets
- Bring friends!
- **VOTE IN EVERY ELECTION.**



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scartsalliance.net