Steps to Take This Summer, and Beyond

Summertime may seem like a slow period politically, when you can take a break from your political advocacy activities.

But in fact, it is the PERFECT time to start the process of cultivating relationships with elected officials!

Let’s talk about some of the ways you can begin to make an impact for the arts this summer.
Reminder:

Yes! Nonprofit organizations CAN legally lobby their local, state, and federal government.

For an in-depth look at this issue, check out Robert Pekkanen’s book.

For a brief overview, check out my blog post:

http://www.ynpnatlanta.org/lobbying_myths_dispelled
Form 5768: Election to Influence Legislation

This IRS form couldn’t be simpler to fill out. And, you only have to do so once!

Allows your org to legally spend 20% of your budget on lobbying (up to $100,000, with provisions for even more) – more than you would EVER consider spending!

The One-Page Form 5768
Meet with your elected officials this summer

- Congressman and state senators & representatives are on break for all or part of the summer.
- A sit down when you don’t have a specific “ask” helps build lasting relationships.
- Find out their interests and concerns – see how your org can help!
- [Link to congressional House calendar]
- [Link to Senate calendar]
Add Elected Officials to your Mailing List

Keep your elected officials informed about the great work you do in the community!

**Extra Credit:**
- Send them collateral they can pass out to visitors about arts events in their district
- Invite them to an event with a great photo op
- Become their #1 resource for arts info in your region

**Who to add?**
- Federal: Senators/Rep
- State: Senator/Rep
- County: Commissioners
- City: Mayor/Council
Choose Items to work on from the NASAA Advocacy Checklist

- The National Association of State Arts Agencies has a comprehensive Arts Advocacy checklist for Arts Organizations.

- Find 2-3 areas where you can improve and create a plan!

### Building An Audience of Advocates

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<th>Strong</th>
<th>Adequate</th>
<th>Weak</th>
<th>Nonexistent</th>
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<td>12. Your arts organization credits its public funders in all advertising, news releases, printed programs, posters and calendars of events to raise the visibility of public arts funding and to let audiences know the value of public support for the arts.</td>
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<td>13. Your arts organization’s newsletter includes a regular column on legislative issues in the arts.</td>
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<td>14. Your arts organization sends out advocacy information to its members, with alerts and reminders to contact their legislators on arts issues.</td>
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Quick Recap of Steps:

1. Submit IRS Form 5768.

2. Meet with your elected officials, especially congressmen and state senators and representatives.

3. Include elected officials in your mailings. Make several touch points with them over the summer.

4. Select a few areas on the NASAA checklist and prioritize them.
Please Reach Out Anytime:

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Arts Advocacy – All Year Round