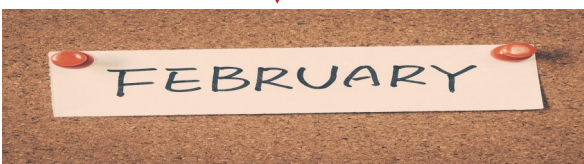
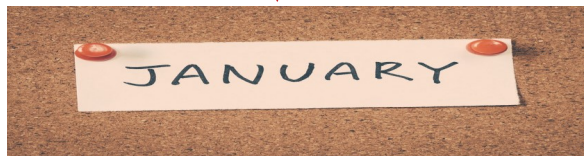


Suggested Action Steps for Florida Arts & Culture Advocates

From November 2018 through May 2019

Please pay

Attention Communicate Tell Your Stories



- 1 Review effective ways to communicate and build stronger relationships with policymakers who represent your county's interests at the local, state, and federal levels; work to secure their support for our industry's local, state, and federal funding needs and other policy issues;
- 2 Add local, state and federal policymakers and their spouses/partners and staff members to your address books: their emails, district and Capitol mailing addresses, Twitter handles, and other social media information;
- 3 Learn about policymakers by visiting their websites to review their backgrounds, professions, interests, committee assignments, etc.; follow them on social media and sign up for their newsletters;
- 4 Send congratulatory letters to your county-based newly elected and returning state and federal policymakers and invite them, their spouses/partners, and staff to local arts, arts education, and cultural events throughout the year;
- 5 Collaborate and strategically plan with your local arts agency and other local arts and culture colleagues the best strategies to educate local state legislators about the **LOCAL IMPACT** that
 - state-matching-grant cuts of the Florida Department of State Division of Cultural Affairs' (DCA) have had within your county and region over the last few years;
 - the four state 2019-20 DCA appropriation-investment asks — if provided by the state — will provide 664 competitively evaluated and recommended matching grants throughout Florida that will leverage over \$1 billion in matching dollars;

and collaborate and strategically plan with local colleagues

 - a. to research to cast the appropriate messengers who know and have access to our legislators — who knows whom and who supported their campaigns and share this information;
 - b. a presentation at one of the local-county delegation meetings where a well-known and respected spokesperson speaks on behalf of all the county's arts, arts education, and culture industry; however, a large group of advocates should attend to visually demonstrate support for the funding & other issue/s;
 - c. to schedule face-to-face DISTRICT meetings with local state legislators and their staff around their interim Tallahassee committee meetings and prior to the 2019 Florida Legislative session from March 5 – May 3; ask policymakers what matters to them and prepare, share, and align some facts about our industry with their interests and assigned committee work; and say and follow up with a thank you to them and their staff for their time and any additional information they request;
 - d. to secure endorsements of support from local business groups, and governments — ask city and county governments to include the DCA and NEA asks in their 2019-2020 Legislative and Congressional platforms and request their assistance;
- 6 Use — in communications with state policymakers and their staff — the 2019 Match for More Impact Appropriation-Investment Asks needed to fully fund the four DCA matching-grant line items and your specific county 2019-2020 DCA recommended matching-grants;
- 7 Register and participate in the Florida Cultural Alliance's monthly advocacy and information-to-use statewide conference calls to review and discuss the latest state and federal issues and actions needed that impact our industry;
- 8 Please pay attention and stay engaged throughout the year in local, state, and federal advocacy issues; and please
- 9 Follow up on in a timely manner on all action alerts sent to you;
- 10 Participate in Arts & Culture Day in Tallahassee March 13, 2019, and in National Arts Advocacy Days on March 4 & 5, 2019, in DC.