



Florida Cultural Alliance

January/February
2011

My Arts-Advocacy Checklist:



Focus for **Jan./Feb.2011**: Meet with Policy Makers

Resources to Help You:



www.flca.net

	Suggested Advocacy Steps for January & February 2011	Status:
1	Have you completed the suggested advocacy-action steps outlined in the November/December 2010 Advocacy Calendar? If so, thank you; if not, please follow the simple and quick steps outlined in that calendar, which is posted at www.flca.net under Advocacy Resources under the Advocacy tab.	
2	Participate on the Florida Cultural Alliance's January 10, 2011, statewide-advocacy-conference call, scheduled from 10:00 a.m. to 11:00 a.m., to finalize the 2011 Florida Legislative Platform for Arts, Arts Education, and Culture. Once the platform is finalized, endorse it; help get others to endorse it; and use the final platform when communicating with policy makers. You can register for the call at http://www.surveymonkey.com/s/B6N6WPV .	
3	Download the Excel file for your county that lists all the Florida legislators who represent your county. Access under the Advocacy Tab at www.flca.net under FL Government Contacts . Put these legislators' and their staff members' contact information on your mailing and e-group address books.	
4	Continue to recruit your family, staff, board, committees, patrons, community leaders, etc., to engage in advocacy to help sustain and advance arts, arts education, and culture throughout Florida.	
5	If applicable to you, continue to develop and work with an advocacy committee/task force of board and community members dedicated to your organization and its programs — schedule regular meetings to keep members updated and focused on timely advocacy-action steps.	
6	Include your policy makers and their staff members on invitation lists to attend your organization's or school's 2011 events. Send general invitations, but if you know people who know the officials, have those people personally invite them. Begin the process to invite them to arts, arts education, and cultural events throughout the year.	
7	Review the biographical information on your legislators to learn about their interests, family, education, community service, 2011 Florida Legislative Committee assignments, and campaign finances. In addition to using a few of the Talking Points posted at www.flca.net that focus on how vital arts and culture are to strong economic development and jobs, you can tailor your talking points based upon your policy makers' interests and committee assignments. For example, if they serve on any of the education committees, you can share with them talking points about how strong arts education programs improve student achievement. Aligning your talking points with their interests and committee assignments helps emphasize that arts and culture are part of the solution to the many challenges they were elected to solve. If your elected officials offer an opportunity for you to sign up for regular e-mails or newsletters from their offices, register to receive them.	
8	If still applicable for your area, work with your local arts agency to gather staff and board members from arts and cultural organizations, and leaders from the community to get on the January or February agenda of your county's local delegation meeting of state legislators who represent your county. Have the local arts agency secure the position on the delegation meeting agenda and organize this event. Get the most powerful and influential person to speak, but make sure you have many people with either arts buttons, T-shirts, signs, etc., stand up when the designated speaker of your group acknowledges them. There is power in numbers. Use materials you can access at www.flca.net under advocacy.	
9	Schedule face-to-face meetings for January or February with your elected officials from your Florida Senate and House districts to discuss our 2011 Legislative Platform and how state funding and policies impact your arts/cultural organizations, schools, and community.	



Mark your calendars now for 2011 Arts Advocacy Days

Tallahassee – March 23, 2011

Washington, D.C. – April 4-5, 2011