



## 8 Steps to Successful Advocacy

### Step 1 – **Coming Together**

- The VCFAE is the first step in our general advocacy efforts for the Arts

### Step 2 – **Setting the Objective**

- VCFAE sets objectives that are achievable, and that everyone involved must agree upon

### Step 3 – **Getting the Facts**

- Advocacy depends on a strong analysis of the situation
- All issues are researched to provide the Coalition with the best possible information and advantage

### Step 4 – **Deciding Who You Are Trying to Influence**

- Determine who has the authority to make decisions
- Position papers are tailored to who the decision-makers are

### Step 5 – **Determine What Decision Can Be Influenced**

- Understand the context and constraints on the decision-maker
- Understand Timing has implications on getting things done

### Step 6 – **Build Alliances and Coalitions**

- Working together is likely to achieve the best results
- There is strength in numbers, this is why the Coalition exists
- Build relationships, meet face to face whenever possible

### Step 7 – **Methods of Advocacy**

- No matter the message, be clear on the objective
- Develop a compelling case
- Make sure the message is clear, understandable and provides a solution to the issue at hand
- Invite the decision makers to read or present at a concert, performance, or art gallery. Write letters, make phone calls, present your case during public comments.
- Be creative, be respectful, show support, be clear in your intentions
- Seek *ongoing* dialogue

### Step 8 – **Review and Adjust**

- As advocacy efforts proceed, review objectives, facts needed and participations. Adjust as is necessary.
- Meet to discuss your advocacy efforts and what needs to be accomplished on a regular basis.

“In my own philanthropy and business endeavors, I have seen the critical role that the arts play in stimulating creativity and in developing vital communities...the arts have a crucial impact on our economy and are an important catalyst for learning, discovery, and achievement in our country.” – Paul G. Allen, Co-Founder, Microsoft