

# 4 KEYS TO ARTS ADVOCACY

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## Know Your Numbers and Research | 01

Utilize the language where your desired audience lives. Administrators and grant funders use metrics, numbers, and research to influence their decisions.

Know Your

Numbers &  
Research

Tell a NEW  
Story

## 02 | Tell a NEW Story

We know the arts are important - so why are they still cut? We must tell a NEW story that is MORE COMPELLING than the current story being shared and believed.

## 03 | Show the Process

Before and After Makeovers are popular for a reason. We love to see transformations. Show the steps of your arts process so others can be a part of the transformation.

Show the  
Process

Invite  
to  
Experience

## 04 | Invite to Experience

Experiences are some of the most powerful human connection points. Invite community members and stakeholders (including admin, teachers, parents, students, and board members) to events AND to be a participant/ contributor to those events.