

League
of American
Orchestras

**OPERA
AMERICA**

Lobbying & Advocacy

101

NAMT Fall 2024 Conference



Overview

1. Federal Arts Policy Priorities

2. Advocacy vs Lobbying

3. Coalition Partners

4. Engaging Policymakers

5. Enduring Strategies

6. Bipartisanship Matters!

7. Resources

8. Open Discussion

Federal Arts Policy Priorities

Federal funding: National Endowment for the Arts, Arts Education, Public Broadcasting, Disaster Relief

Tax policy: Charitable Giving, Performing Artist Tax Parity, Tax Fairness for Artists and Writers

International mobility: Visas for Guest Artists, Cultural Exchange

Arts workforce: Overtime, Guaranteed Basic Income, Employment Rights, Creative Expression and Freedom

Digital/Commerce: AI, Wireless Microphones, Ticketing

Advocacy vs Lobbying

Advocacy: general efforts to advance a point of view, make your case

- Includes **Lobbying:** typically involves spending funds to influence law, directly communicating specific point of view to a legislative official

Advocacy encompasses much more!

- Traditional and social media
- Telling a prospective donor, reporter, or civic leader what your orchestra does and why it matters
- Panel discussions and conferences

Individual vs. Organizational (c3 = no electioneering!)

Coalition Partners



Your regional, state,
and local
arts agencies!



Engaging Policymakers

- Contact through your elected officials' webforms

Unsure who they are? Find via [congress.gov](https://www.congress.gov)

- e-Campaigns by various arts organizations
- Newsletters (theirs and yours!)
- Social media
- In-person meetings at their office, at your events, town halls, etc.

Enduring Strategies

- Mapping relationships (who knows who)
- Investing in coalition building
- Identifying new allies and showing up when it's not about you
- Honing your “mission messages” and finding third-party voices
- Developing relationships with decision-makers early, and showing them your organization in action
- Remember there are no “lost causes”

Bipartisanship Matters!

Example: annual funding for the National Endowment for the Arts:

- 25 Rs voted No to harmful amendments to cut the NEA's budget in FY19 & FY23
- 12 Rs switched from Yes in FY19 to No in FY23
- 49 *new* Rs showed arts support in FY23
- A harmful vote to further reduce NEA appropriations was defeated by voice vote in FY24



PERRY OF PENNSYLVANIA PART
A AMENDMENT NO. 60
ON AGREEING TO THE
AMENDMENT

	H	R		
			48	21
	YEA	NAY	PRES	NV
REPUBLICAN	129	87		8
DEMOCRATIC			205	10
INDEPENDENT				
TOTALS	129	292		18

Resources

- [Bolder Advocacy](#)
- [Inclusive Strategies for Nonprofit Voter Engagement](#)
- [Vote.org](#)
- League of American Orchestras
 - [2024 Calendar of Opportunities; Playing Your Part](#)
- OPERA America
 - [Advocacy Toolkit; Nonprofit Boards and Advocacy](#)

Open Discussion

- What kind of advocacy have you engaged in so far?
- What are *your* priority arts policy issues?
- What successes or challenges would you like to share?
- Any questions?

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Thank you!