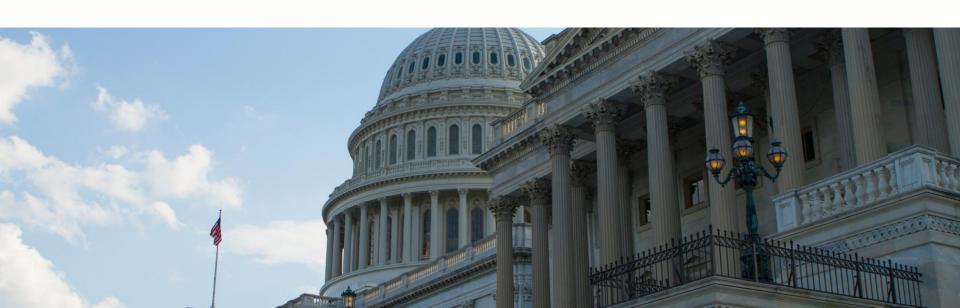




Lobbying & Advocacy

101

NAMT Fall 2024 Conference



Overview

1. Federal Arts Policy Priorities

5. Enduring Strategies

2. Advocacy vs Lobbying

6. Bipartisanship Matters!

3. Coalition Partners

7. Resources

4. Engaging Policymakers

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: Al, 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



















League of American Orchestras







Your regional, state, and local arts agencies!







Engaging Policymakers

Contact through your elected officials' webforms

Unsure who they are? Find via 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

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!