

THE BIG **4** FOR ADVOCACY



- M** Know what you want to say and develop a clear **MESSAGE** supported by other visual art advocacy agencies.
- I** Have your **INFORMATION** or facts accurate and aligned with local, state, and national resources. Use success stories from your school or region to support your MESSAGE. Develop a data base of arts statistics.
- T** **TARGET** your audience. Know their needs and what information they lack. Network with local and state policy makers, Board of Education, State Legislators, etc. to market your plan and express your needs.
- T** Art advocacy is an ongoing process with its highs and lows. Be **TENACIOUS**, do not give up. Continually look for new opportunities and continue to drive your message home.



Find links to New York State Elected Officials at
<http://www.elections.ny.gov/district-map/district-map.html>