DESIGNING ADVOCACY
THAT REALLY WORKS!
NAEA—ADVOCACY MADE SIMPLE

Communicate a clear MESSAGE.

Be VISIBLE to decision makers.

Harness the influence of an advocacy NETWORK.

Source: http://www.arteducators.org/advocacy/advocacy-made-simple
Retrieved March 20, 2015
AUDIENCE

Students
Parents
Community Members
Administration & School Board
Legislators & Policy Makers
Backwards Planning

Excite/engage students
Build parent support
Reinforce art as core
Showcase student work
Raise funds
Impact policy/budget
ADVOCACY THEORY

Mission—build a program that cannot be ignored!

- Kids
- Families
- Local decision makers
- State and national legislators
ADVOCACY STRATEGIES

ART-A-THON
ART-A-THON
COMMUNITY BASED ART EDUCATION
COMMUNITY BASED ART EDUCATION

Peers
Families
Local artists
Senior citizens
Exchange art students
BONUS MATERIAL

Art swag
Art vending machine
Art store
Art awards
Art dance party
Digital art competition
Vertical Art Show
Extended Field Trip
Traditions

HOT OFF THE PRESS!