



Advocacy Tool Kit

2024

Advocating for Arts and Culture in the State of Michigan

The Cultural Advocacy Network of Michigan serves as the collective voice for cultural organizations in Michigan. We lead education and advocacy efforts to influence decision making at the highest levels of state and local government and ensure that cultural leaders have the tools they need to deliver the highest quality of service for the individuals they serve.

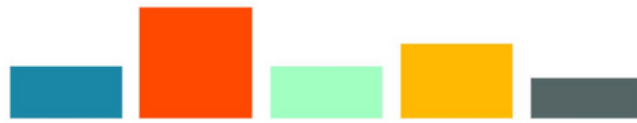


canmichigan.org



MICHIGAN
**ARTS &
CULTURE**
COUNCIL

NATIONAL
ENDOWMENT
for the **ARTS**
 arts.gov



Why Advocate

Advocating for arts and culture is crucial as they serve as the heartbeat of society, reflecting its values, heritage, and diversity. Beyond entertainment, they foster empathy, critical thinking, and creativity, essential for navigating a rapidly evolving world. Investing in arts and culture not only enriches individual lives but also strengthens communities, driving economic growth, tourism, and social cohesion. Moreover, they provide a platform for marginalized voices, promoting inclusivity and understanding. As stewards of cultural preservation and innovation, advocating for arts and culture ensures the sustenance of our collective identity and the cultivation of a more vibrant, interconnected global community.

This Toolkit Includes:

- Advocacy: what it is and why we do it.
- Successful meetings with legislators
- Writing your legislators
- Information on CAN's Legislative Priorities



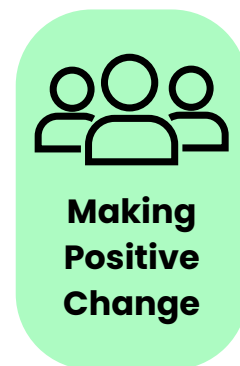


What is Advocacy

Advocacy is the act of supporting, promoting, or defending a particular cause, idea, or group of people. It involves actively speaking out, raising awareness, and mobilizing resources to bring about positive change or to address issues of concern.

Advocates often work to influence policies, attitudes, and behaviors, aiming to advance the interests and rights of individuals or communities they represent.

Advocacy is:



The Legislative Process

How A Bill Becomes a Law





Successful Meetings with Legislators

Why Meet with your Legislators?

- Put a face to a name
 - Build a relationship
 - Create a champion for your issue
-

Questions to ask

- Are they a member of the Michigan Arts and Culture Caucus?
 - If not, ask them to join.
- Do they have any concerns with our proposal?
- Have they visited your location/facility/etc.?
- If they are familiar with the issues, have they discussed it with their colleagues?
 - Are they hearing from other legislators or stakeholder groups on the topic?





Advocacy Tips

- Have a clear “ask”
 - see CAN’s Legislative Priorities for our “asks”
- Tell personal stories
- Have key points you would like to discuss readily available
- Stay on Message

Remember



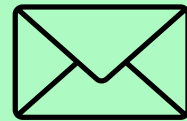
**You are
talking
to a normal
person**



**Be
prepared**



**You don’t
have to
know
everything**



Follow Up

Writing Members of the Legislature

When visiting a member of the state legislature, it is always a good idea to supplement the visit with materials that provide details on the issues you are lobbying.





Writing Tips

- Address one issue per email or letter
- Keep the letter to one page.
- If you are a constituent, tell the legislator!
- If appropriate, use your organization's letterhead.
- State your reason for writing in the first paragraph.
- If you know how your legislator stands on an issue, acknowledge this position in your letter.
- Your personal experience is the best supporting evidence.
- Include a few compelling statistics or facts on your issue, and also include the source.
- Have a friend proofread the letter.
- Make sure to sign the letter.
- A word of appreciation will create a favorable atmosphere for future communications.

Addressing the Letter/Email

House of Representatives

The Honorable (full name) _____
Michigan House of Representatives
PO Box 30014
Lansing MI 48909-7514

Dear Representative _____:

Senate

The Honorable (full name) _____
Michigan Senate
PO Box 30036
Lansing MI 48909-7514

Dear Senator _____:

