

The logo features the words "FUND THE" in black, underlined, followed by "ARTS & CULTURE" in white text inside a large red letter "A", and "LIST" in large black letters to the right.

FUND THE ARTS & CULTURE A LIST

A campaign to restore full funding for vetted and approved arts and cultural grants in Florida

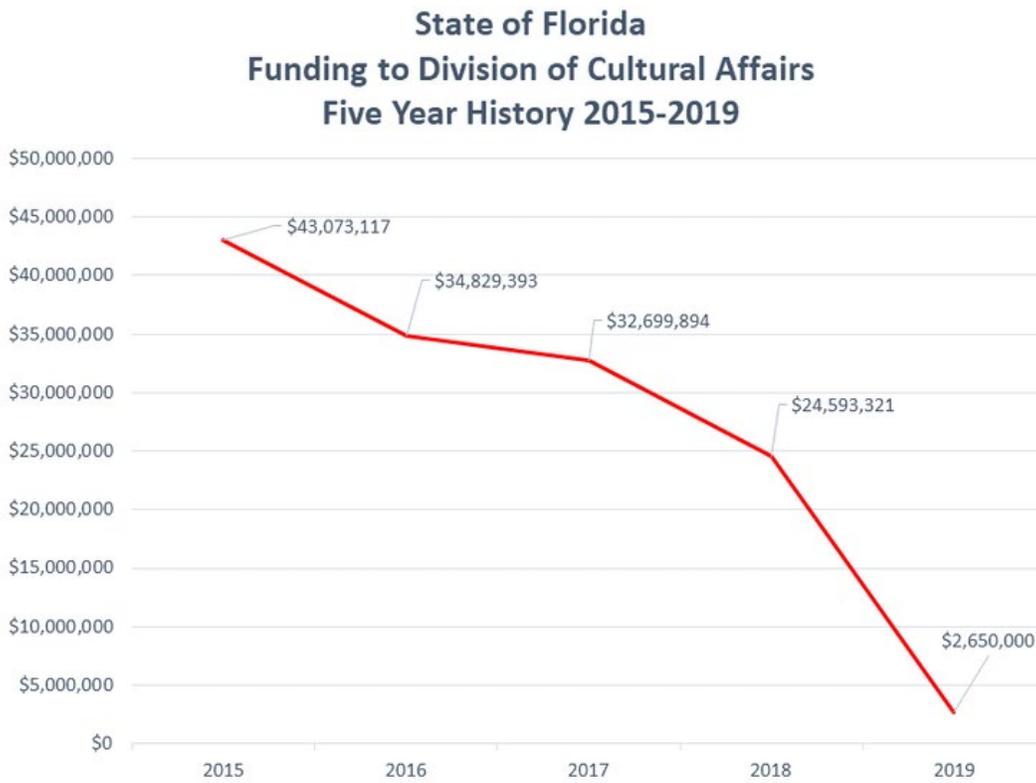
www.FundTheAList.org

PLAYBOOK
2019

Presented at The Art of Advocacy
November 2018
Largo, Florida

Why use Fund the A List?

A 5-year decline has slashed arts and culture funding by 93%



Be visible - Be direct

1. **Ask your legislator to Fund the A List.**
2. Use a one-page fact sheet to simplify your message.
3. Develop a three-minute pitch combining data and examples.
4. Have a good quote ready to share.
5. Get and share letters of support from key influencers outside the art world. Samples on www.fundthelist.org.
 - Chamber of Commerce
 - Economic Council
 - Tourism agency
 - Board of Realtors
6. Media: Write, post, submit a guest editorial.
Samples on www.fundthelist.org
Meet with local editorial board; get a formal endorsement.
7. Find out when your legislative delegation is meeting and get on the agenda.
8. Visit legislators early in the year, before session starts.
9. Attend committee meetings in Tallahassee. Dates available at www.fundthelist.org/advocacy.
10. Like us on Facebook. 

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RESTORE Florida's full investments in Division of Cultural Affairs Matching Grants

FUND the A List

The 'Fund the A List' campaign calls for the Florida legislature to fully fund the essential arts and cultural programs formally reviewed, vetted, and approved by the process established by the Florida Department of State, the Division of Cultural Affairs, and the Florida Council on Arts and Culture.

FACTS about the Arts & Culture Industry

Has Substantial Return on Investment

Every \$1 invested in cultural arts returns \$9 to the local economy.

Creates and Supports JOBS

Florida is home to 58,162 arts-related businesses that employ 227,843 people.

Drives Tourism

Cultural Interest #2 driver for out-of-state and in-state tourists.

Engages and Connects Millions of People

Over 69.9 million Floridians and tourists participate annually in cultural arts activities.

Over \$4.6 Billion

Florida's nonprofit
arts & culture industry
Economic Impact.



**For more information
Contact**

Pat Williams

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Help Us Help You

Send us copies of the letters of support and endorsements you get.

Send us editorials and articles you write, post or get published.

Evidence of broad support will strengthen our case.



The story and the people behind Fund the A List



Janeen Mason, Nancy Turrell and Pat Williams met in Martin County, Florida in the late 90s. They shared a love of the arts, and over the years, collaborated on projects big and small. When the Florida legislature slashed the funding of grants for arts and culture by 93% in the last session, they joined forces to reverse the trend, petition legislators and restore funding to a sector that rivals real estate and tourism as an economic engine for Florida's economy. Their campaign, Fund the A List, (the "A" stands for the arts) started small. It was inspired by Margaret Mead's timeless truth, "Never doubt that a small group of people can

change the world; in fact, it is the only thing that ever has". These women think the five-year trend of reduced funding for the arts can be reversed with revitalized advocacy and new leadership in Florida House and Senate.



Janeen Mason is a noted artist, curator, author, illustrator, speaker and arts advocate based on Florida's Treasure Coast, where she has curated 35 exhibits since joining The Lighthouse ArtCenter in 2016; ten for the State of Florida's official galleries in Tallahassee. As an avid champion for the arts, Janeen has served in appointed positions under the three governors, advising on matters regarding arts and culture as a board member for Florida Council on Arts and Culture, Citizens for Florida Arts and as a member of the Florida Department of State's Strategic Planning Task Force under the Division of Cultural Affairs. Janeen's fine art

has been featured in solo exhibits at galleries and museums throughout Florida and is part of the permanent collections at Florida Atlantic University and the University of Central Florida. Private collectors include S. Kent Rockwell, the late Burt Reynolds and Reba McIntire. Janeen has published fifteen children's books that have garnered ten industry awards and won the affection and favor of booksellers, libraries, schools and families nationwide. Her sixteenth book, *Counting the Days*, will be published in Spring 2019.

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Nancy Turrell has served as the executive director for the Arts Council of Martin County since April 1999. Under her leadership, the Arts Council expanded cultural programming and community wide events, most notably ArtsFest, the annual two-day multi-media festival that draws exhibitors and visitors from across the nation. Nancy led the revitalization of the Court House Cultural Center galleries and launched MartinArts, the first local publication devoted solely to arts and culture. In 2003 Nancy established Women Supporting the Arts, a giving circle that has donated more than \$300,000 to Martin County artists and arts agencies. As a pioneer supporting the eco-art movement in the early years, Nancy exhibited international artists and launched an innovative ecoart apprenticeship program that was recognized in the National Endowment for the Arts' publication "NEA Arts." Nancy has served as president of the Association of Fund Raising Professionals and the Treasure Coast Planned Giving Council and served on the boards of the South Florida Cultural Consortium and Florida Arts and Dance Company. Nancy holds a bachelor's degree in Marketing from New York University and a master's degree in Philanthropy and Development from St. Mary's University. Nancy and her husband, Ted Astolfi, live in downtown Stuart.

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Pat Williams, president and founder of Pat Williams & Associates, is an award-winning public relations professional based in Martin County Florida specializing in breakthrough campaigns. Her clients have included leaders in law, biomedical research, private education, museums, financial services, business, philanthropy, healthcare, the arts and social service nonprofits. Before establishing her own firm, she was Vice President for Boston-based Regan Communication and managed the firm's Florida public relations and marketing operations. Her work earned an Addy from the Advertising Federation of America and a Golden Image Award from Florida Public Relations Association. Pat wrote a weekly, column profiling notables for the Palm Post before becoming the founding editor of Luminaries, a regional weekly publication of Scripps Treasure Coast Newspapers that was then widely regarded as a national model for regional social and philanthropy news. She received her BA in English from Northern Illinois University. She has served on the boards of the Elliott Museum, The Pine School and the Arts Council of Martin County and as president of the Woman's Club of Stuart. Pat is a founding member of Impact 100 Martin and Women Supporting the Arts. She is an avid art collector and has a fondness for pugs.

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