

## **Becoming an Arts Advocate**

*Advocacy -- The active support of an idea or cause by spreading information and campaigning for that cause.*

### **Why Fund the Arts?**

#### **The Arts Grow Missouri's Economy**

- MAC grantees provided 6,178 full and part time jobs and hired over 54,800 artists.
- MAC grantees paid \$145 million in salaries, which generated about \$4.3 million in state tax revenues.
- MAC grantees generated \$192 million in revenue.

#### **The Arts Strengthen Missouri's Education**

- Arts Education makes a difference in Missouri schools. Nearly all students in Missouri public schools have opportunities to participate in fine arts education.
- The level of student participation in fine arts classes is significantly related to student disciplinary rates. The higher the number of fine arts courses and student enrollment in these courses, the lower the rate of infractions that require student removal
- from the classroom.
- Attendance rates are higher for districts with higher levels of student enrollment
- in the arts.
- Higher high school graduation rates correlate with student participation in arts education,
- as well as higher standardized test scores in Math and Communication Arts. (from a study conducted by the Missouri Alliance for Arts Education)

#### **The Arts Make Missouri A Better Place to Live**

- The arts positively contribute to Missouri's economy. According to the 2014 Missouri Arts Council's Annual Report, the Missouri Arts Council awarded \$7.1 million to 606 organizations in 128 Missouri communities.
- MAC funds every Missouri Senate district and 80% of the House districts.
- MAC grantees produced over 16,026 events attended by 8.6 million people.
- The arts improve quality of life in the community and make Missouri a better place to do business.

Despite the positive influences of the arts for states, according to the National Assembly of Arts Agencies, only 0.088% of Missouri state general fund expenditures go to state arts agencies. Specifically, the Legislative Appropriations and Revenue Survey revealed that only \$0.79 per capita in Missouri was spent on the arts in the 2015 fiscal year.

In an effort to increase the impact of the arts in Missouri, the Missouri Citizens for the Arts is respectfully requesting \$24 million in funding for Fiscal Year 2017. This would represent 60% of the revenue collected from the non-resident professional Athlete and Entertainers' tax.

### **What can I do to help?**

*Talk to your legislators!* As their constituent, you have the capacity to be a powerful advocate.

**Here are some important tips to remember:**

- **Advocacy is a long-term process**, so always be focused on building relationships with your representatives. Don't just think about what they can do for you; think about what benefits you can give them as well.
- **Learn your elevator pitch!** Your representatives are busy people, so you need to have a clear message that can be effectively presented in a very short period of time if necessary. Convince them why your cause is important – Who will it benefit? How much it will cost? How will it happen?
- **Be consistent and cohesive** with your message and overall campaign. Make sure your legislator knows EXACTLY what you are asking for.
- **Know the facts of your issue** inside and out. Nothing will derail your argument faster than not having the knowledge to back it up!
- **Always be respectful and professional**, whether you are writing to or speaking with your legislator. Remember, it's about building relationships, not demanding favors.
- **When meeting with your legislator, be sure to come with no more than three people.** The goal is not to overwhelm him/her.
- After you speak with them, **send a thank-you note and then stay in touch.** You should keep your elected officials and their staff up-to-date on your progress and ongoing activities. This will also make it more likely that they will help you again in the future!
- **Find your legislators** easily at:  
**[www.house.mo.gov](http://www.house.mo.gov) and [www.senate.mo.gov](http://www.senate.mo.gov)**  
or call **573-751-2000**