



### **AGENDA:**

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| 8:15 - 9:00 | Registration, Breakfast & Networking   |
| 9:00-9:15   | Welcome Address  |
| 9:15-9:30   | Why Advocate?...the economic and cultural impact of the arts and what advocacy can achieve |
| 9:30-9:50   | Your Arts Story "Elevator Pitch" ...using your personal story to advocate for change       |
| 9:50-10:10  | Creative Break to Advocate...grassroots advocacy activities                                |
| 10:15-11:00 | Educational Workshop Session 1   |
| 11:00-11:45 | Educational Workshop Session 2   |
| 11:45-12:00 | Wrap up & Social Media Call to Action...one last advocacy action!                          |

### **WORKSHOPS:**

***Tips for Successful Grant Writing*** — Barb Gardner, Franklin Cultural Council & Lillian Gould, MFA  
Barb, a grant writer for Tufts University, and Lillian, a grant writer for the Museum of Fine Arts Boston, will offer specific tips and information on ways to improve your future Cultural Council grant applications, as well as resources for finding other grants and suggestions on ways to write a successful grant app.

***Leveraging PR & Email Marketing***— Tamara Starr, Franklin Cultural Council  
Tamara is a former Content Producer for the Boston Globe and former editor of Patch.com and knows what it takes to grab the attention of the press. This workshop will focus on how to write a great press release, managing relationships with editors, examples of impactful "letters to the editor" that support your arts and advocacy message, and more!

***Community Engagement through Social Media***—Charity Stolarz & Taylor McVay, Norfolk Cultural Council  
Learn to leverage the power of social platforms like Facebook, Twitter, and Instagram to connect to your community and amplify your message. Charity and Taylor will give you a crash course in the basic usage of the most popular social media platforms, along with tips and advice on which platforms are best suited for use in various circumstances. You'll get tools and techniques to boost your reach and maximize engagement with your target audience, and a chance to practice posting, liking, sharing and retweeting in real time with a workshop full of new social media followers. No social media experience necessary!

***Lobbying Your Town for Arts Funding*** — Jean Mineo, Cultural Alliance of Medfield  
Jean successfully lobbied the town of Medfield 3 years ago to match Mass Cultural Council funding. She, in conjunction with the MCC, developed a Toolkit and Webinar on the topic outlining the successful strategies to use as well as pitfalls to avoid when approaching your town for funding.

***The Ins and Outs of How to Advocate— MA Representative Jeff Roy & Andre Green, MASSCreative***

Representative Roy will talk to us about the issues he faces regarding State arts funding budgeting, the objections his colleagues might have to supporting the arts, and how to successfully address those objections when advocating. Andre, Political Director at MASSCreative, will then expand on our earlier elevator pitch activity to guide people in coming up with talking points and "scripts" for advocacy meetings with legislators, giving time to role play these meetings with Rep Roy and others.

***Art Builds Business Builds Art: Creating Symbiotic Corporate/Arts Relationships***

Local businesses and arts organizations can create mutually beneficial, symbiotic relationships. Corporations offer sponsorship and funding for the arts, while the arts foster a desirable work environment, increased efficiency and morale, and build competitive advantages for businesses. This workshop will explore those relationships and how to create them within your community.

**Action & IMPACT: Community Arts Advocacy Day** is a free program of the Franklin Cultural Council, with additional support from the Norfolk Cultural Council, Cultural Alliance of Medfield, MASSCreative, and the Massachusetts Cultural Council.