

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?

Grows Missouri's Economy

- MAC grantees provided 6,865 full and part time jobs and hired over 49,000 artists. MAC grantees paid \$161 million in salaries, which generated about \$4.8 million in state tax revenues. MAC grantees generated \$225 million in revenue.

Strengthens 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)

Makes Missouri A Better Place to Live

- The arts positively contribute to Missouri's economy. According to the 2019 Missouri Arts Council's Annual Report, the Missouri Arts Council awarded over \$4.4 million to 554 organizations in 158 Missouri communities. MAC funds every Missouri Senate district and 97% of the House districts. MAC grantees produced events attended by 6.2 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 0.042% of state general fund expenditures go to state arts agencies. Specifically, the Legislative Appropriations and Revenue Survey revealed that only \$0.90 per capita in Missouri was spent on the arts in the 2019 fiscal year.

In an effort to increase the impact of the arts in Missouri, the Missouri Citizens for the Arts is respectfully requesting **\$20 million** in funding for Fiscal Year 2021. 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?
- You must 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 at: www.house.mo.gov or www.senate.mo.gov or call **573-751-2000**