

MASSCREATIVE

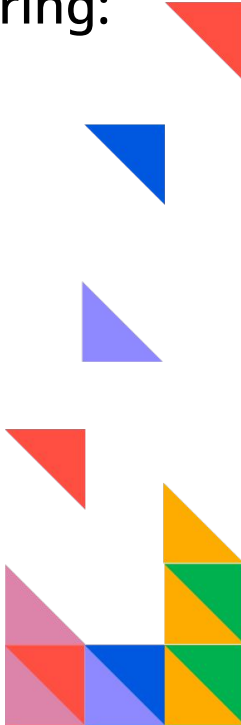


Creative Sector Advocacy Week 2024



Creative Sector Advocacy Week 2024

- Welcome!
- Take a moment to introduce yourself in the chat, consider sharing:
 - Your name
 - Where you are zooming in from today
 - Your role / engagement with the creative sector
 - What you are hoping to walk away with from today's session
- Remember to please mute your microphone
- We encourage you to get a notepad, pen/pencil, etc.
- Feel free to use the chat for any questions or info exchange throughout our convening.

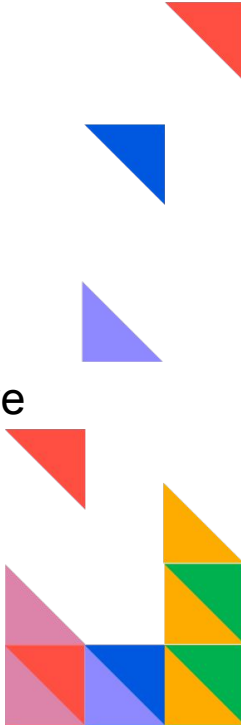


What is Creative Sector Advocacy Week?

MASSCreative is co-organizing a statewide Creative Sector Advocacy Week the week of **January 22 - January 26, 2024**.

- Local and regional convenings are happening that Monday, Tuesday, Thursday, and Friday.
- Creative Celebration Day at the State House on Wednesday, January 24th from 10 AM - 3 PM.
- Online celebration and actions all week!

We are organizing members of the creative community and building cross-discipline solidarity to raise visibility and support for Massachusetts' creative sector.

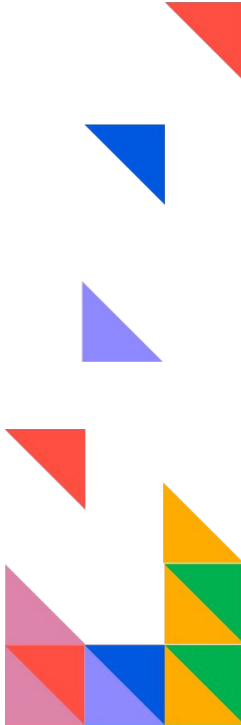


Why is Advocacy Week Important?

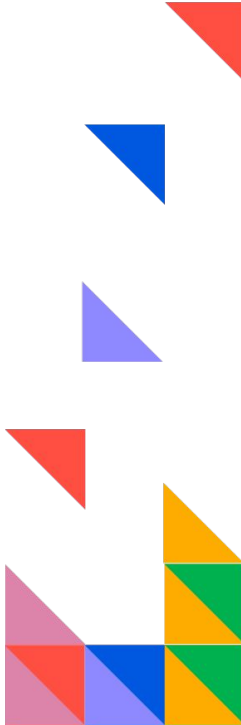
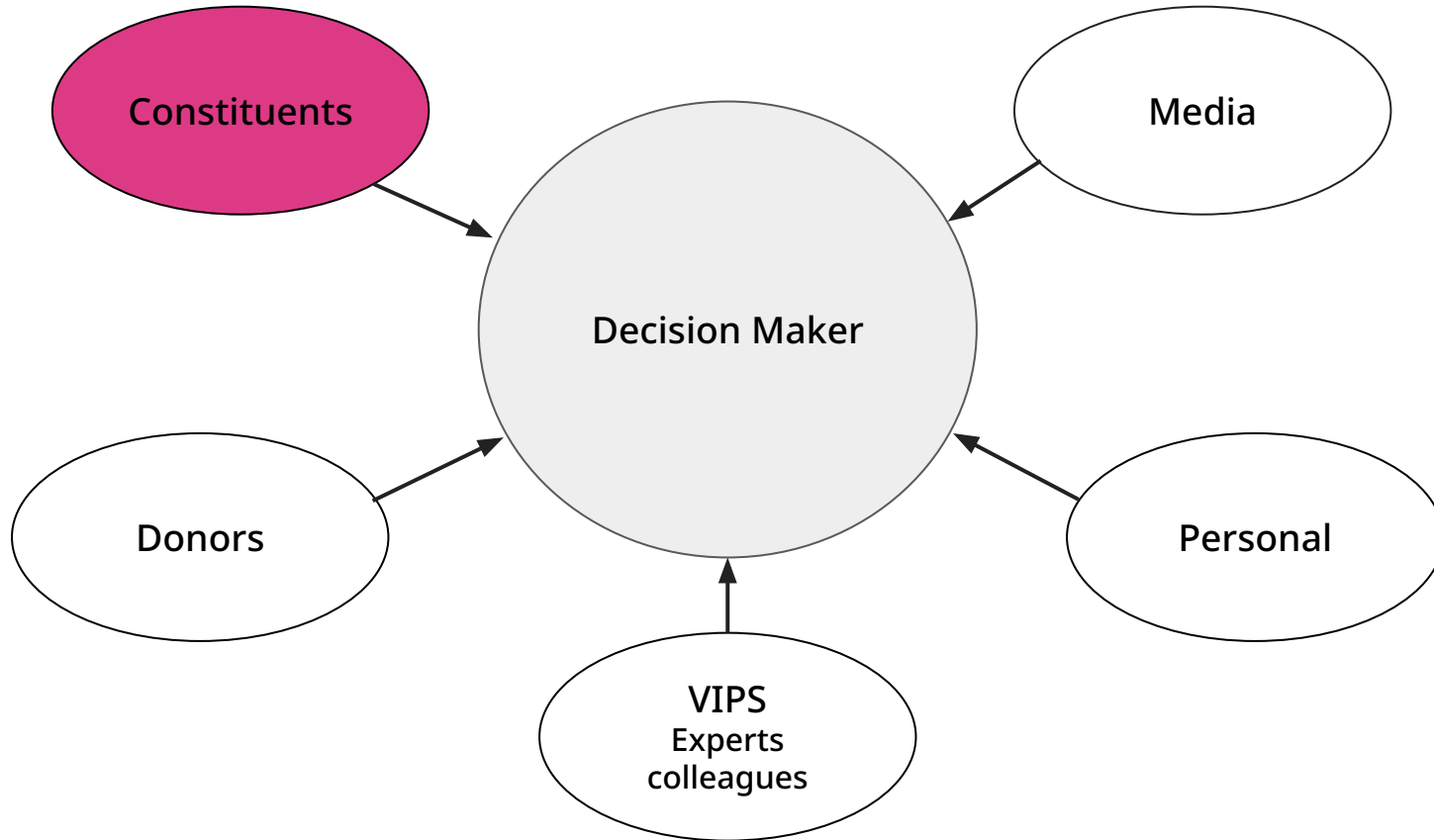


Why is Advocacy Week Important?

- Demonstrates our united strength
- Lifts up priority areas we want decision makers to consider
- Positions us for the end of the legislative session



Why is Advocacy Week Important?

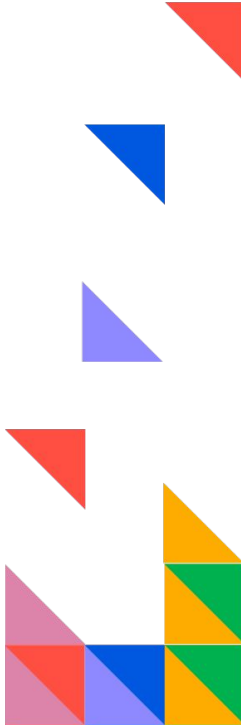


What You Can Do



What You Can Do:

- Consider calling a meeting with your legislators (don't worry, we will help you do so!)
- Organize a community meeting, roundtable or town hall
- Join Team MASSCreative and our co-hosts at the State House on **Wednesday, January 24th at 10 AM**
- Tell a friend about Advocacy Week and help amplify it
- Go to our website to find more information and guides



How To Request a Meeting with your Representative: Sample Email

Let's start, by finding out who your legislators are. Team MASSCreative has a lot helpful tools on our website, to help you connect with your legislators.

Use our Elected Officials Directory to find your federal and state elected officials.



How To Request a Meeting with your Representative: Sample Email

Subject line: Requesting a meeting to talk about the creative sector

Dear Representative or Senator [name],

I hope this finds you and your staffers in great health. My name is [Richeline Cadet/insert name], I am a constituent living in [state representative/state senate district]. I am reaching out to request an opportunity to formal meet, so I can share my support for [budget, bill, issue]:

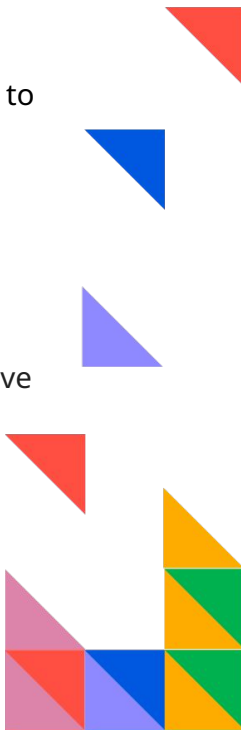
[Give a brief summary of issue / bill / budget item]

As a resident of [insert city/town/district], I see how our community benefits from a strong creative sector. [Share personal story/connection if applicable. For example, are you an artist? Is there a particular local art form that you enjoy supporting?]. I am eager to connect with you to talk more about [this issue]. Do you have some upcoming times you or your staff are available to meet?

Thank you for your work on behalf of our district.

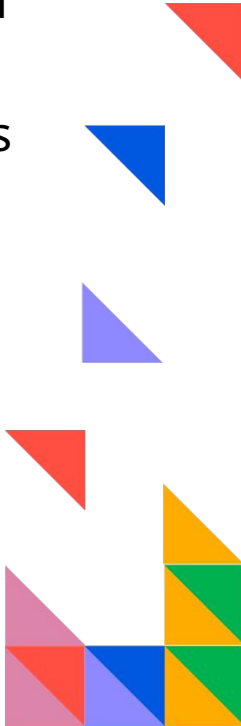
In solidarity,

[Richeline Cadet/insert name]



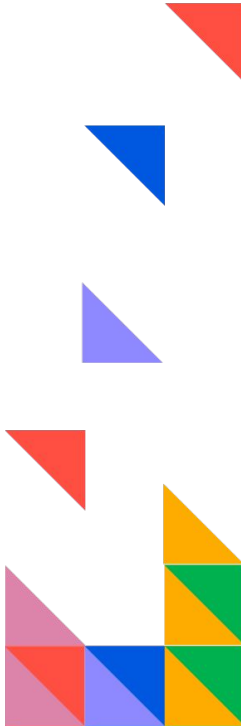
How to hold an advocacy meeting: Take Four

- Decide on a setting
 - Does your meeting makes more sense as a virtual or in-person meeting
 - If it is an in-person meeting, consider having refreshments (unless it is in the legislator's district office)
 - Coffee, baked goods, water, pastries, etc.
 - Do people need to pre-register?
 - What day and time makes the most sense for your attendees?



How to hold an advocacy meeting: Take Four

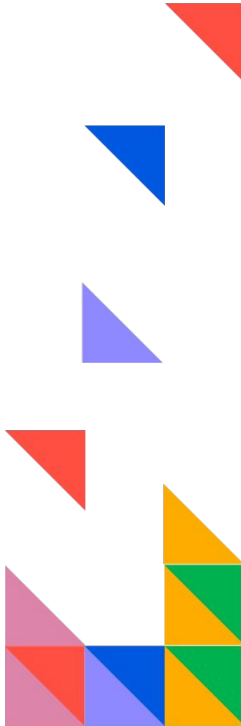
- Create a pre-meeting running Agenda
 - What's the focus of the meeting
 - Who would you like to invite/attend the meeting
 - How long would you like the meeting to go for?
 - Will this meeting be a Presentation & Q & A after or a town hall style meeting?
 - What are you hoping are the takeaway and impact of the meeting



How to hold an advocacy meeting: Take Four

Create a meeting agenda and coordinate every minute to the very second

- Coordinate the allocated time for presentation or each person speaking
- The time for Q & A
- Time for networking
- Avoid making it too long - you'll have the greatest impact if you keep the presentation (if there is one) to approximately one hour or less. The discussion or networking portion can go on for longer.



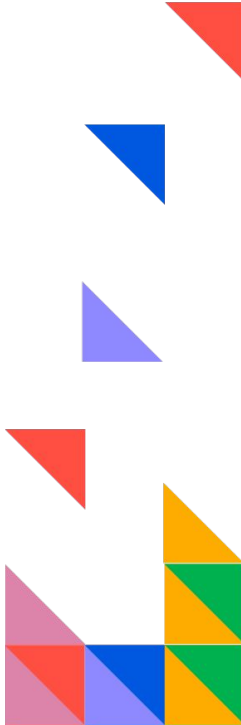
How to hold an advocacy meeting: Take Four

- Utilize the meeting as an opportunity to grow engagement and build support
 - Remember it's important to follow up, consider sending out a survey
 - In the survey create opportunities for your audience to tell you how they want to get more involved
 - Extend your gratitude to those who attended
 - Don't be afraid to share with your audiences what's next, if you already have an idea of how you would like to move things forward!



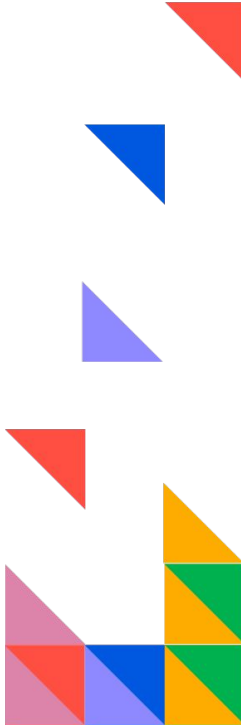
How to advocate for an issue you care about (share data / share stories): Take Six

1. Take the time to research and understand the issue



How to advocate for an issue you care about (share data / share stories): Take Six

2. Compare the knowledge you've gained with those who support and oppose issue

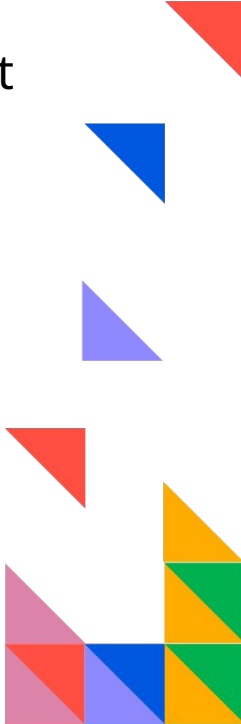


How to advocate for an issue you care about (share data / share stories): Take Six

3. Know your why:

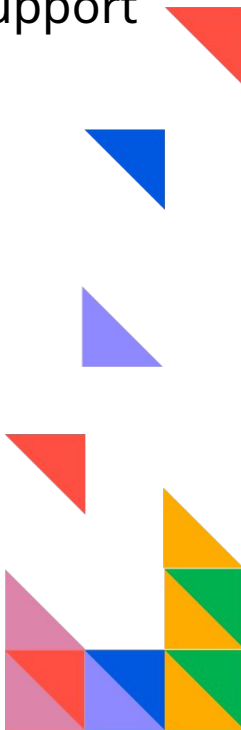
As you gain a deeper understanding of the issues, reflect on how it personally connects to you and those around you.

What about the makes you feel empowered to act and why?



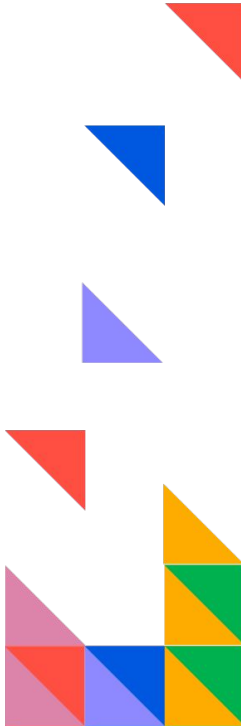
How to advocate for an issue you care about (share data / share stories): Take Six

4. Make a decision: once you know where you stand, seek allies and support
 - ◆ Pro-Tip: pull from the side you're leaning against to make your argument persuasive.



How to advocate for an issue you care about (share data / share stories): Take Six

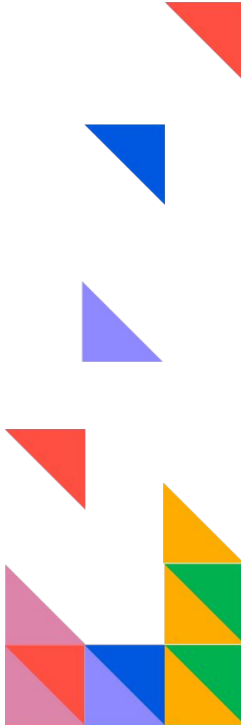
5. Make a plan and get organized: now that you've understood the issue and built support around it. It's time to make a plan on how we want to advocate
- Pro tips, it's important to be realistic, yet remain imaginative!
 - Think about short-term and long-term planning. What are action steps you can take immediately and do on your own? Are you facing a longer-term campaign where you'll need additional support?
 - If you're signing up for a long-term advocacy campaign, you'll need a strong network of allies who are equally committed to moving this issue forward. Consider building up a coalition infrastructure with shared leadership, expected meeting times, and team goals.



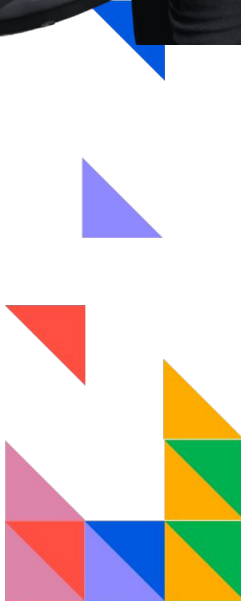
How to advocate for an issue you care about (share data / share stories): Take Six

6. Take Action: The more you understand your issues, the easier it is to come to a consensus about what action makes the most sense

- Maybe it's calling your legislator or writing a letter and getting others on board to sign it
- Maybe it's hosting a town hall and creating an agenda where everyone's on the same page and genuine conversation can happen
- Maybe it's organizing a demonstration like a piece of art that demands attention or even a rally

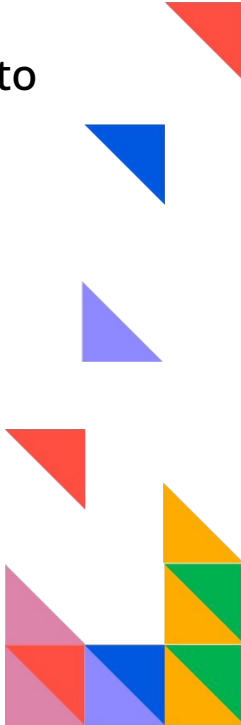


Tips and Tricks



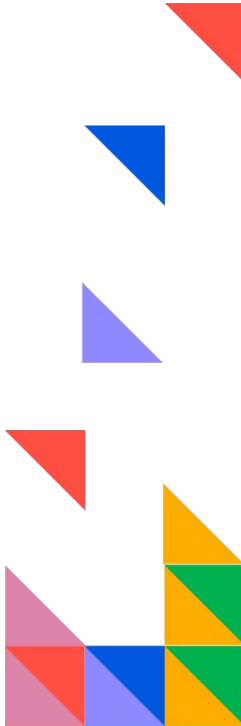
From a Former Legislative Staffer:

- Elected officials want to hear directly from their constituents. If you visit their office, bring printed materials and write down your name and contact information.
- State Rep's offices are often in suites. Anyone in the office should be able to help you find who you're looking for.
- If you're offered a chance to meet with staff - great! They're some of your strongest allies in the State House or any other governmental office.
- Be clear about what you're asking from your elected official (i.e. please consider co-sponsoring this bill...) without demanding. Give them time to think about it and get back to you.
- Follow up. Send an email or call to keep the issue front of mind.
- Thank them for their time. Be patient if you need to wait.



Creative Advocacy Week Communications

- Help us amplify content before and during Advocacy Week
 - Use #CreateAdvocacy2024
- Planning on hosting an event near you? Please share pictures and tag MASSCreative so we can also amplify!
- Expect to receive more emails from MASSCreative and our co-hosts with Advocacy Week information.
- Use our Creative Sector Advocacy Week page to find more resources: blogs, registration forms, downloadable social media graphics.

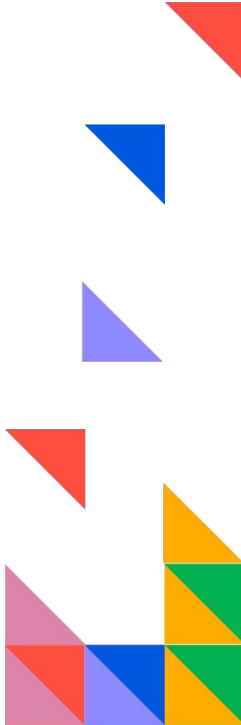


Asks You Can Make



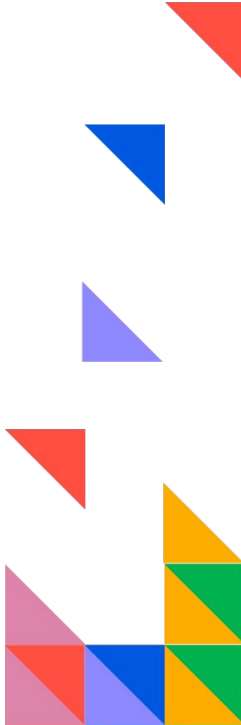
Creative Sector Advocacy Week Policy Briefing

- Items to consider discussing with legislators
 - FY25 State budget
 - Bills filed that will support the creative sector
 - Anything else you want!



Creative Sector Advocacy Week Policy Briefing

- FY25 Budget
 - State revenues continue to go down
 - THIS WILL BE A TOUGH BUDGET
 - Mass Cultural Council budget
 - FY21 - \$18.2 million (COVID budget, level funding)
 - FY22 - \$20 million
 - FY23 - \$23 million
 - FY24 (current) - \$25 million

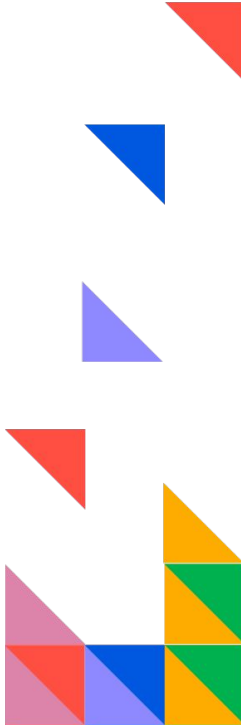


Creative Sector Advocacy Week Policy Briefing

- **FY25 Budget**

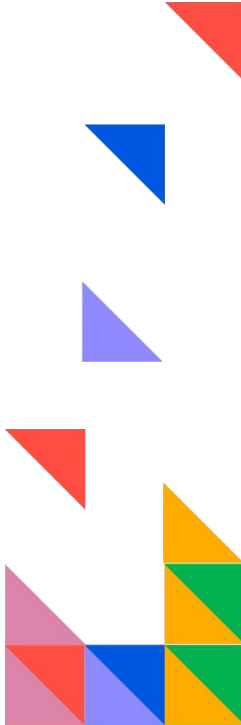
- Creative Sector's long term goal - \$5 per capita
- THIS WILL NOT HAPPEN IN ONE YEAR

For FY25 we will advocate for \$28 million



Creative Sector Advocacy Week Policy Briefing

- Creative Sector Agenda
 - Of, by and for the creative community
 - Addresses specific real time needs



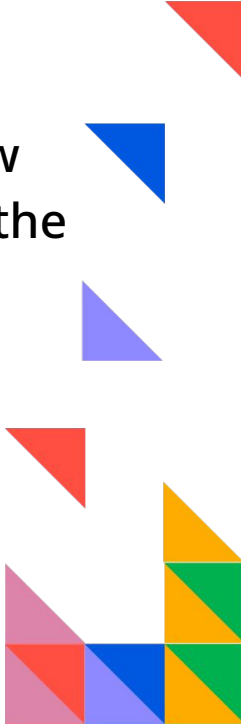
Creative Sector Advocacy Week Policy Briefing

Creative Space Preservation Act (H.3241 /S. 530)

Sponsored by Sen Liz Miranda and Rep. Dan Cahill

- Creates a definition for creative space under preservation law
- Allows cities and towns to create a trust fund specifically for the preservation and construction of creative spaces

THIS IS A NO MONEY BILL!

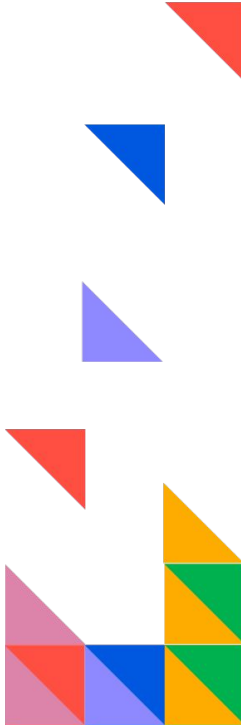


Creative Sector Advocacy Week Policy Briefing

Cultural Equity in Tourism (H.3244 /S. 2194)

Sponsored by Sen Jake Oliveira and Rep. Pat Duffy

- Uses a small percentage of tourism funding to create a grant program.
- Supports marketing and promotional expenses for arts and cultural organizations
- Prioritizes organizations and programs that amplify the stories of historically marginalized or underrepresented cultures

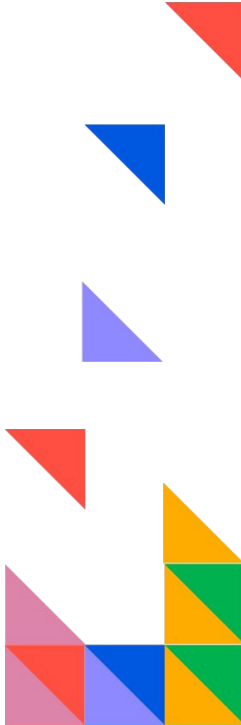


Creative Sector Advocacy Week Policy Briefing

ACE Act (H.151 / S.113)

Sponsored by Sen. Paul Mark and rep. Dan Donahue

- Creates a grant program to support organizations and businesses in the arts, culture or humanities in removing physical and programmatic barriers encountered by people with disabilities.

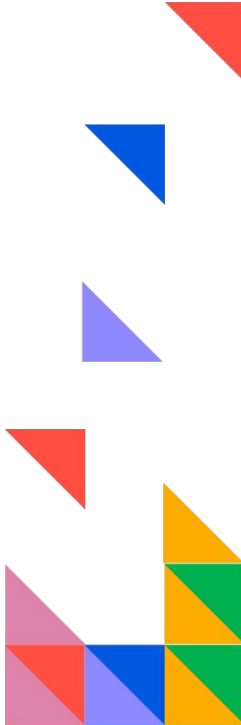


Creative Sector Advocacy Week Policy Briefing

PLACE Act (H.3246 /S. 2190)

Sponsored by Rep. Mary Keefe, Rep. Steve Ultrino, Sen. Paul Mark, and Sen. Robyn Kennedy

- Creates a statewide fund to commission and maintain public art.
- Requires local community input in the design and focus of public art projects.
- Public art would be on or in state owned properties

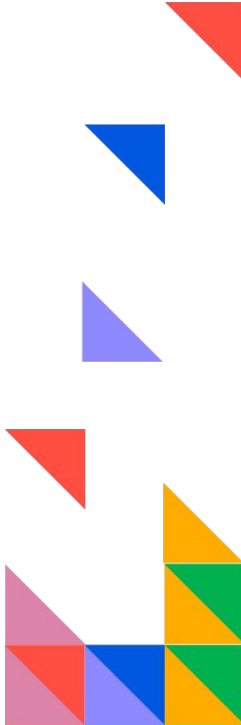


Creative Sector Advocacy Week Policy Briefing

Downtown Vitality Act (H.228 /S. 130)

Sponsored by Rep. Tony Cabral and Sen. John Cronin

- Uses 5% of online sales tax to establish the Downtown Vitality Fund.
- Fund would give out grants to downtown management entities like Cultural Districts, Business Improvement Districts, Main Street Associations, and Parking Benefit Districts
- Prioritizes efforts in Gateway Cities and other low-income communities.



Creative Sector Advocacy Week 2024

Discussion

