



VOTE SMART '22

OCTOBER 21, 2022

NATE MCGAHA, ARTS NC

DAVID HOLLAND, WESTAF



Photo by [Tom Barrett](#) on [Unsplash](#)

VOTER ENGAGEMENT



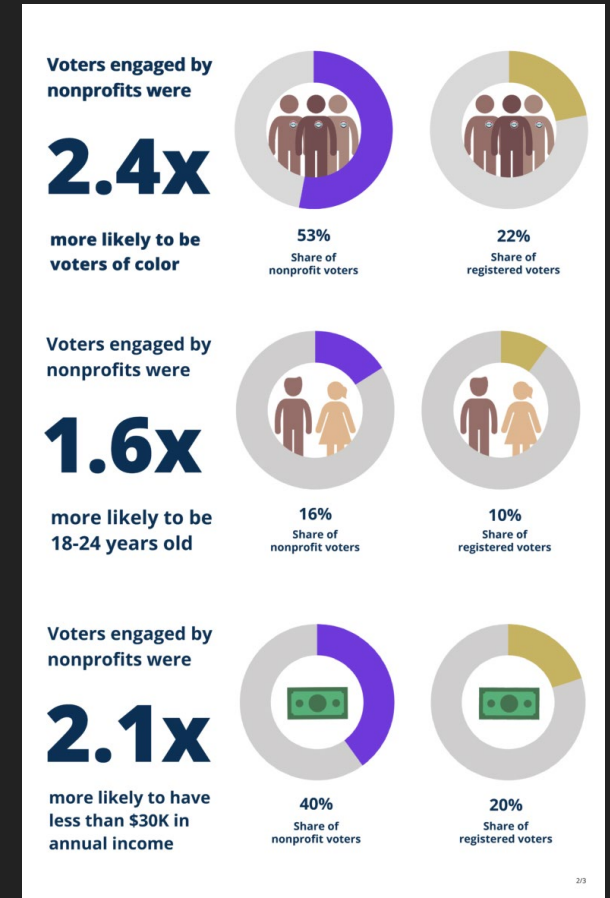
VOTER ENGAGEMENT



NonprofitVote.org

Voters engaged by nonprofits showed a measurable **turnout boost of 3 percentage points over comparable voters (75% vs. 72%)**

- *Nonprofit Power Report, 2021- Nonprofit Vote*



NONPROFIT STAFF VOTE

- Up to 2 hours PTO to vote for all employees.
- Up to 1 full day off to volunteer as a poll worker.
- Time off to vote policy (samples available).
- nonprofitvote.org/nonprofit-staff-vote

VOTER & CANDIDATE ENGAGEMENT

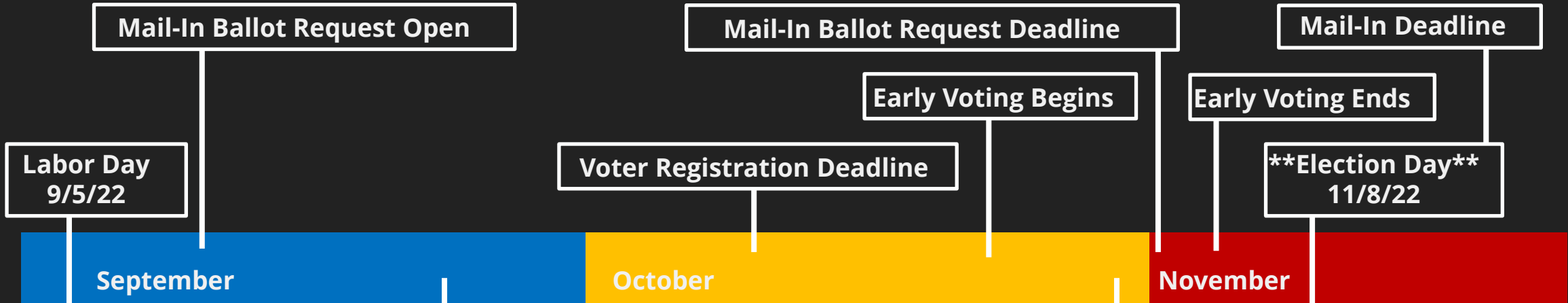
NONPROFITS CAN

- ENCOURAGE VOTING
- EDUCATE VOTERS ON PROCESS
- ENCOURAGE VOTER REGISTRATION
- HOST VOTER REGISTRATION DRIVES
- CONTINUE ADVOCACY DURING ELECTION CAMPAIGNS
- CANDIDATE QUESTIONNAIRES
- CANDIDATE FORUMS/EVENTS
- SUPPORT OR OPPOSE BALLOT MEASURES

NONPROFITS CANNOT

- ENDORSE CANDIDATES
- RANK OR GRADE CANDIDATES
- SUPPORT A CANDIDATE POSITION
- DONATE TO A CAMPAIGN, PAC, ETC.
- PROVIDE SUPPORT TO A CANDIDATE
 - Donate funds
 - Share contact lists, etc.
 - Host events/provide free space
- TREAT CANDIDATES DIFFERENTLY **AT ALL**

VOTER ENGAGEMENT - VOTING PLANS



September 20, 2022

NationalVoterRegistrationDay.org



VOTE
EARLY
DAY
2020

October 28, 2022

VoteEarlyDay.org

VOTER ENGAGEMENT



ArtsActionFund.org/ArtsVote

ArtsVote in North Carolina
(Updated as of 7/17/22)

Ensure Your Vote is COUNTED on Election Day, Tuesday, Nov. 8, 2022

CONFIRM : Be a citizen of the United States
Live in the North Carolina county where you are registering, and have resided there for at least 30 days prior to Election Day
Be at least 18 years old, or will be 18 at the time of the General Election
Not be serving a sentence for a felony conviction (including probation, parole, or post-release supervision)

Pre-Requisites

STEP 1
Register to Vote & Check Accuracy

Check the Accuracy of your current voter registration or Register to Vote for the first time online, in-person, or by mail. Voter registration forms must be e-POSTMARKED, HAND-DELIVERED, or SUBMITTED online by 5:00pm on Friday, 14, 2022. You may register to vote at your polling location during Early Voting may begin as early as **Thursday, October 20, 2022** and end **Saturday, Nov 2022. Don't delay, pledge to check the accuracy of your voter status or register by Tuesday, September 20, 2022.**

STEP 2
Request Your Absentee Ballot (If Preferred)

In North Carolina, voting by absentee ballot does not require an excuse, must apply for it because it will not be sent to you automatically. You can apply by Absentee Ballot by mail, online, or you can go in-person to your county elections office. Your Absentee Ballot application must be RECEIVED by 5:00 Tuesday, November 1, 2022. If you prefer to vote by absentee ballot, please submit your Absentee Ballot application by Tuesday, September 20, 2022.

LAST DAY TO REGISTER TO VOTE IN NORTH CAROLINA

OCT. 14, 2022

YOU CAN ALSO REGISTER IN-PERSON FROM OCT 20 TO NOV. 5

EARLY VOTING IN NORTH CAROLINA

OCT. 20 - NOV. 5

WE VOTE ARTS VOTE EARLY!

PLEDGE TO MAKE YOUR VOTE COUNT

NORTH CAROLINA

ACTION 1

TAKE THE PLEDGE

Take the pledge and receive exclusive access to Shepard Fairey ArtsVote images as well as a free Arts Action Fund membership.

ACTION 2

DOWNLOAD YOUR STATE VOTER FACTSHEET

Download your State Voter Factsheet and follow the 4 easy steps to Make Your Vote Count!

ACTION 3

SHARE ON SOCIAL MEDIA

Share your State Voter Factsheet with YOUR community by posting on your social media platforms @ArtsActionFund #ArtsVote

VOTER ENGAGEMENT



Vote411.org



BallotReady.org

Be Informed

- Register to Vote
- Check your Registration
- Find Your Polling Place
- Learn how to Mail-In Vote
- What is on YOUR Ballot?
 - Candidates
 - Positions
 - Websites
 - Surveys (Vote411)
 - Bonds and Referendums
- Email/Text of your Ballot Selections

Get Involved

- Voter Registration
- Voter Education
- Election Advocacy



LWV.org



HeadCount.org



WhenWeAllVote.org

ADVOCACY BASICS



ADVOCACY DEFINITIONS

- ❑ **ADVOCACY:** Support for a cause or idea (policy, position, person, etc.).

Communication in support of cause or idea.

- ❑ **LOBBYING:** Action to influence policy, position, person, etc.

Specific request or action for a desired outcome.

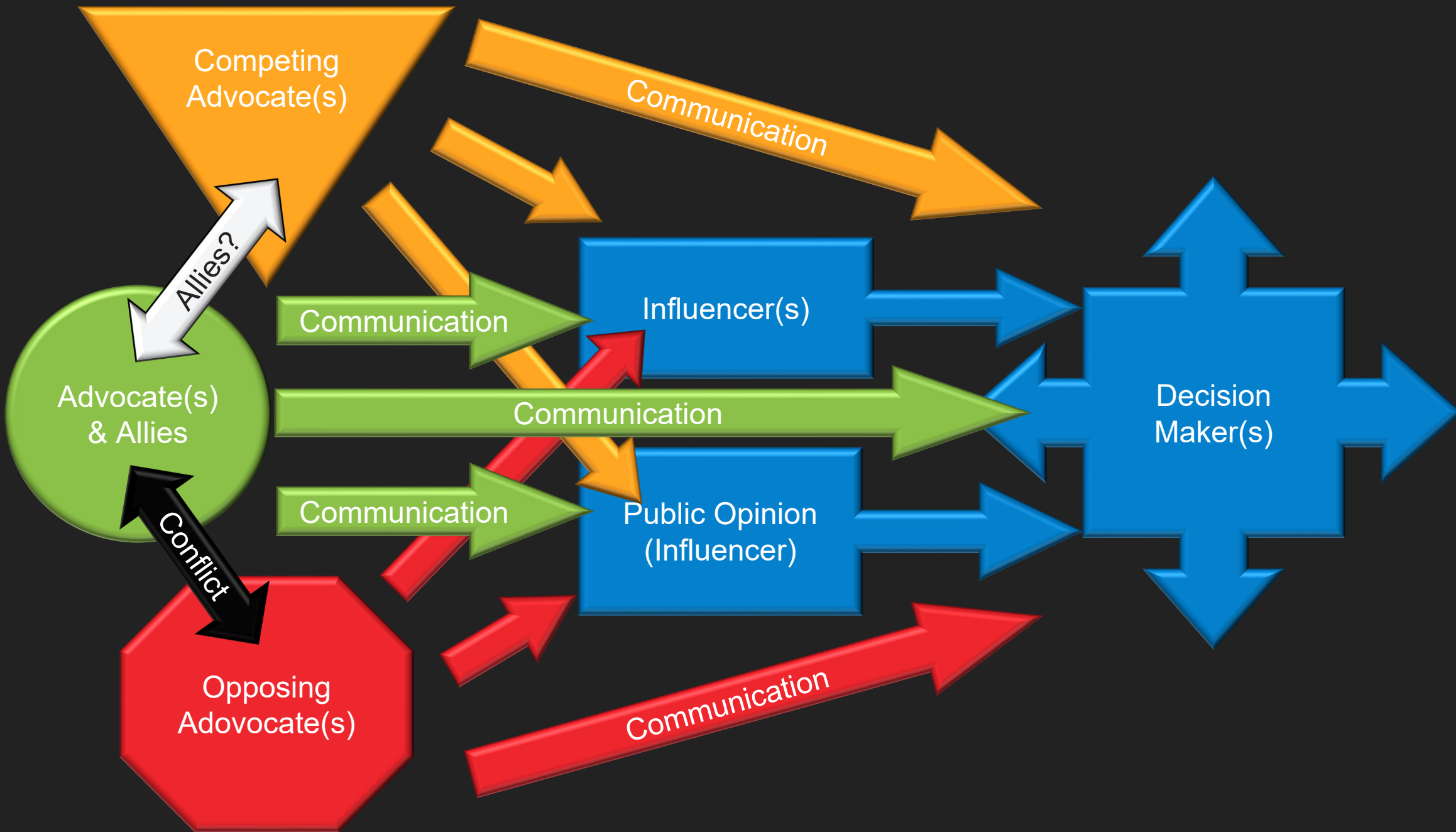
- ❑ **ACTIVISM:** Vigorous campaigning for policy, position, person, etc.

Often advocacy/lobbying that makes others uncomfortable.

- ❑ **DECISION MAKER:** Person or body with authority over desired outcome.

- ❑ **COMMUNICATION:** Speaking, Listening, AND Considering.

- ❑ **ALLIES:** Similar goals, coordinated communication and action.



ADVOCACY METHODOLOGY

MESAGING: One-way communication to decision makers.

Often the first step: email, letter, phone call.

CONVERSATION: Two-way communication with decision makers.

Advocates & Decision Maker in dialogue about the issue.

RELATIONSHIP: Multiple conversations & communication.

Gratitude, friendliness, familiarity, and mutual respect.

INFLUENCE: Communication through those with influence.

Messaging, conversation and/or relationship(s) with influencer(s).

PUBLIC AWARENESS: Messaging to public to influence decision makers.

Email lists, news media, social media, events, & activism.

CAUTION: Makes both friends and enemies quickly.

STATE ADVOCACY ORGANIZATIONS



Alabama Arts
ALLIANCE

alartsalliance.org



flca.net



georgiansforthearts.org



kfta.wildapricot.org



LOUISIANA
PARTNERSHIP
FOR THE ARTS

lapartnershiparts.org



artsnc.org



SOUTH CAROLINA
ARTS ALLIANCE

scartsalliance.net



tn4arts.org

ADVOCACY DOS AND DON'TS



ARTS NONPROFITS CAN AND DO ADVOCATE

DO	IRS guidance
<p>Take positions</p>	<p>Nonprofits "may advocate a particular position or viewpoint" as long as the activity is nonpartisan and objective.</p>
<p>Get involved with public policy</p>	<p>Nonprofits may "involve themselves in issues of public policy without the activity being considered as lobbying. For example, organizations may conduct educational meetings, prepare and distribute educational materials, or otherwise consider public policy issues in an educational manner without jeopardizing their tax-exempt status."</p>

ARTS NONPROFITS CAN AND DO LOBBY

DO	IRS GUIDANCE
Ask elected officials to support or oppose a bill	Subject to limits set by the IRS
Ask the public to contact their elected officials to urge votes for or against a bill	Subject to limits set by the IRS
Testify in support of a specific legislative decision	Subject to limits set by the IRS
Endorse a bill or circulate or sign a petition	Subject to limits set by the IRS
Contract a lobbyist	Subject to limits set by the IRS

501(C)(3) ARTS NONPROFITS CANNOT "ELECTIONEER"

DO NOT	IRS guidance
Contribute to campaigns	Absolutely prohibited for 501(c)(3) organizations, but 501(c)(4), (5), or (6) groups may engage in this as long as it is not a primary activity
Support or oppose candidates	Absolutely prohibited for 501(c)(3) organizations, but 501(c)(4), (5), or (6) groups may engage in this as long as it is not a primary activity
Rate, rank, or endorse candidates	Absolutely prohibited for 501(c)(3) organizations, but 501(c)(4), (5), or (6) groups may engage in this as long as it is not a primary activity

ARTS ADVOCACY CONSIDERATIONS

RISK MANAGEMENT

- Involvement in public policy involves risk and should therefore be subject to governance and organizational policies. Understand that even if an activity is legal, some organizations will choose to self-restrict to manage risk.

501 (H) ELECTION FOR LOBBYING

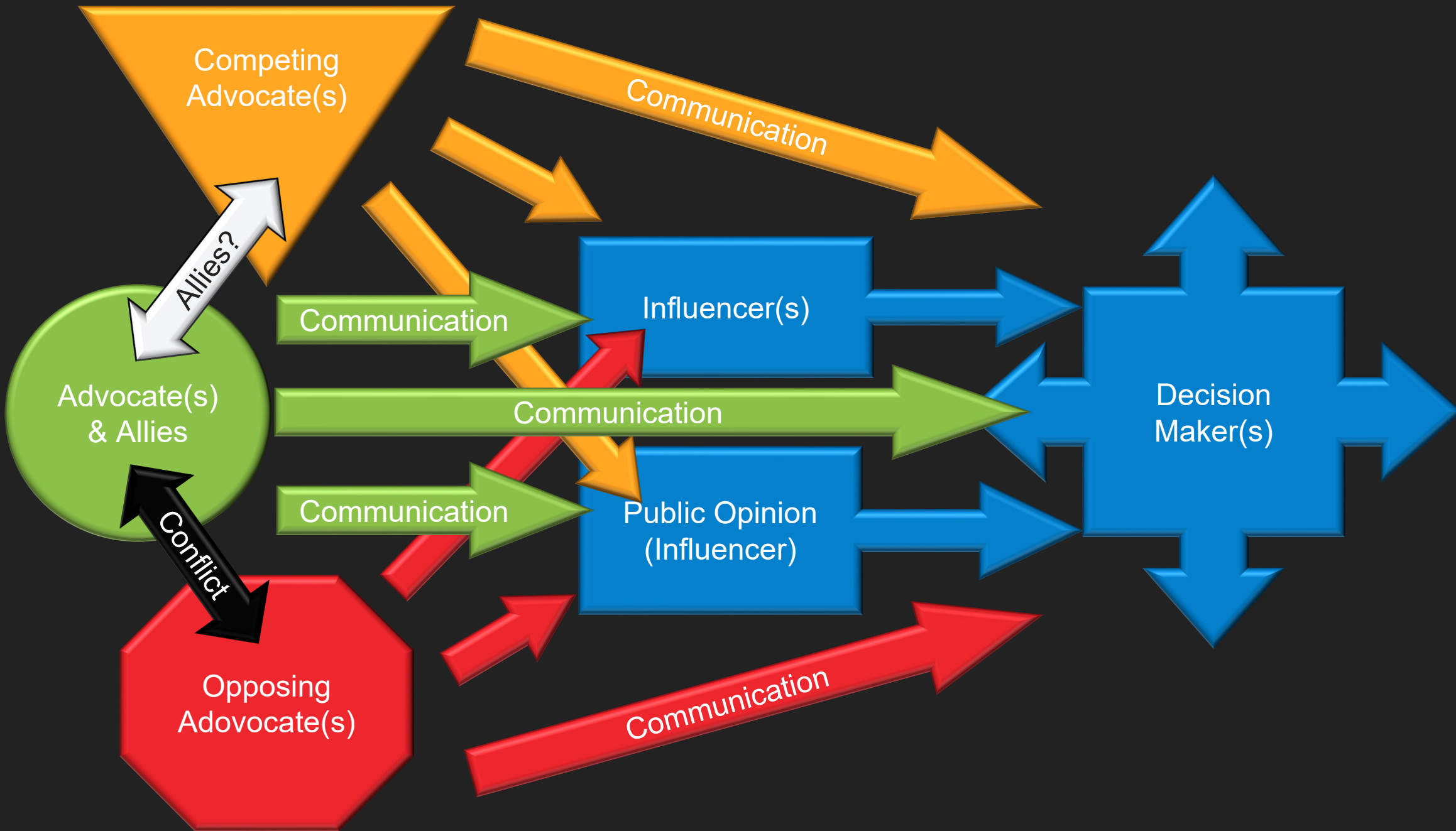
- Consider the 501 (h) election if your organization is significantly involved in lobbying (few arts nonprofits will be).

PRIVATE CITIZEN ACTIONS

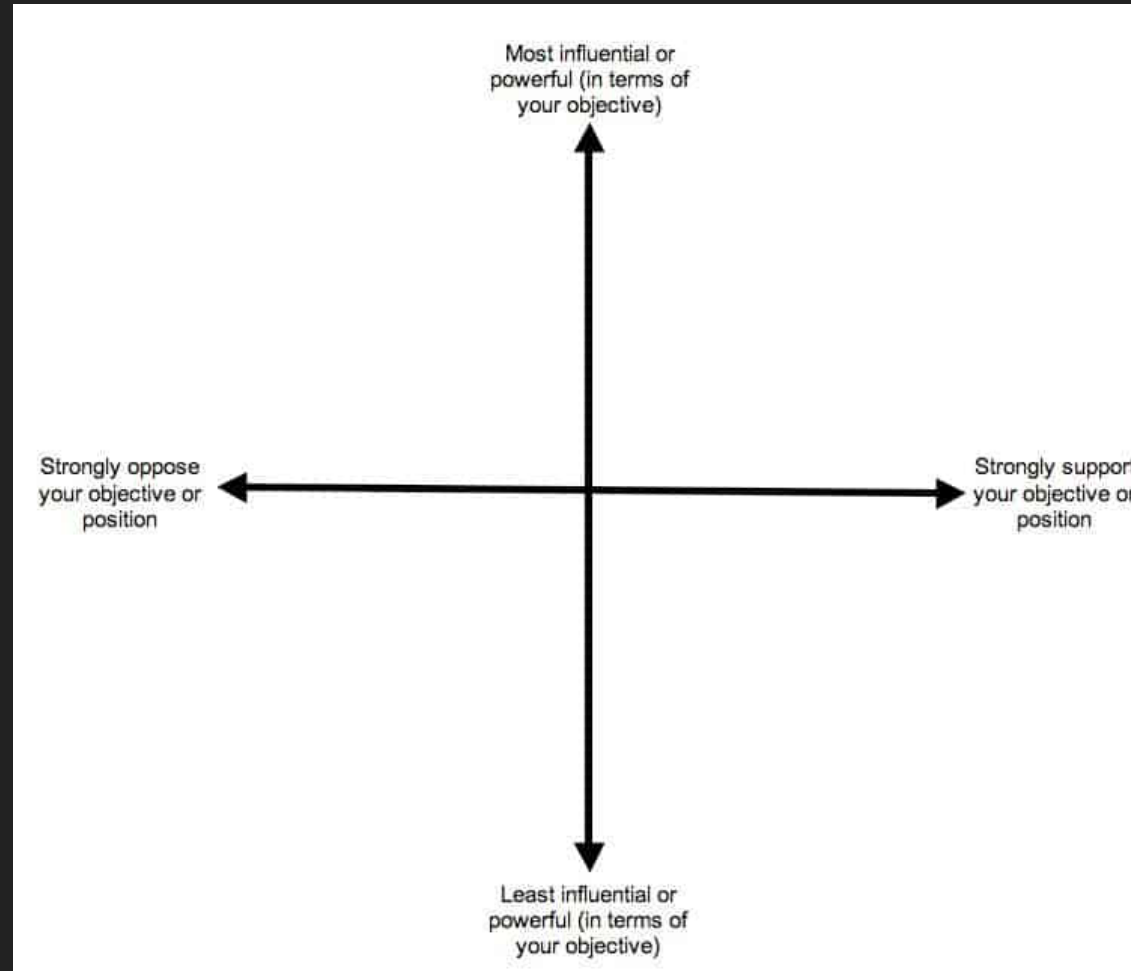
- As a private citizen, you can be engaged in political campaigns but you cannot use your organization's resources to do so, and you must be explicit about the fact that you are acting as a private citizen (the latter can be difficult for senior managers and spokespersons for organizations).

ARTS ADVOCACY POWER MAPPING: SELF & US





WHAT POWERMAPPING USUALLY LOOKS LIKE...WE'LL BE APPROACHING IT DIFFERENTLY



Source: The Change Agency

OUR ROLE(S)

POLICYMAKING

For example, if you serve in any type of elected office or on the commission or council for a local or state government agency

ADVOCACY

For example, if you meet with elected officials to discuss issues or sign coalition letters with general policy recommendations, etc.

ACTIVISM

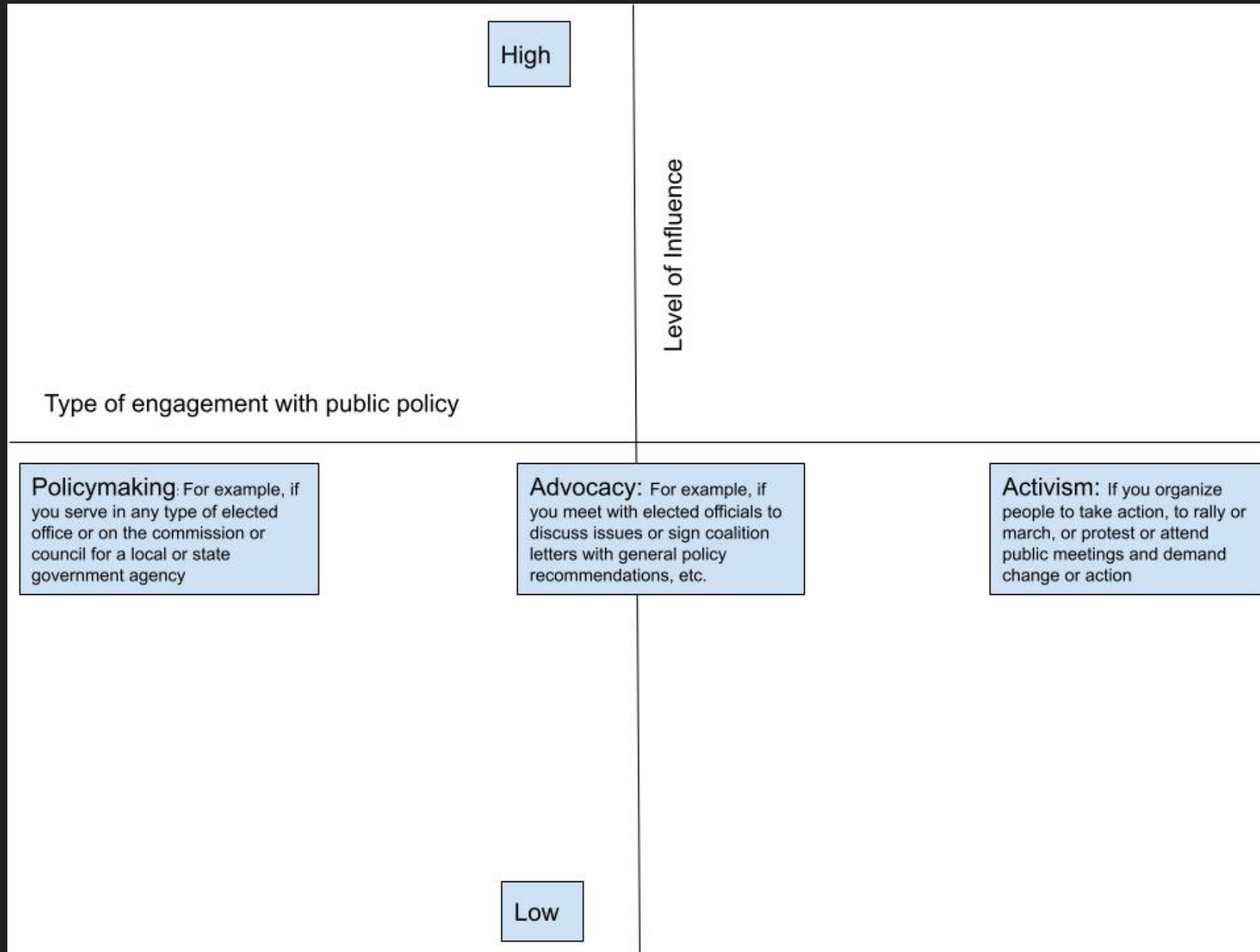
For example, if you organize people to take action, to rally or march, or protest or attend public meetings and demand change or action

OUR INFLUENCE

TYPE OF INFLUENCE	WORKING DEFINITION	EXEMPLIFIED BY
POWER WITH	Ability to make decisions collectively	Coalition building
POWER TO	Ability to affect change	Citizen education and leadership development for advocacy
POWER WITHIN	Ability to draw on self-knowledge and agency to affect change	Individual storytelling in advocacy
POWER OVER	Ability to make decisions that affect others	For some, dominance and abuse of power

INDIVIDUAL & COLLECTIVE ADVOCACY CONTINUUM EXERCISE

- It is now time to make this information real.
- We are going to assess our individual level of influence and the roles we currently play in the policy and political environment. In doing this collectively, we'll map where our collective power lies.
- We are going to use a Jamboard to do this, which we will demonstrate.
- This is a creative activity. Approach it with an open mind.



ARTS POLICY ISSUES

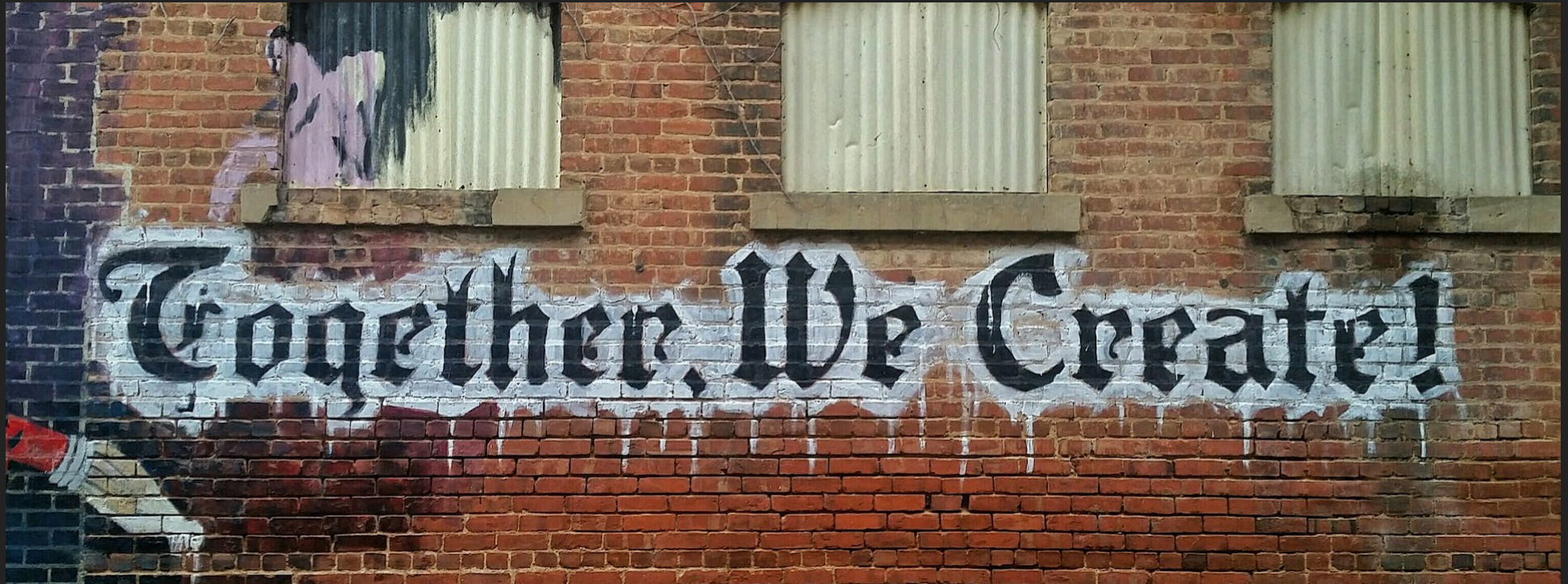
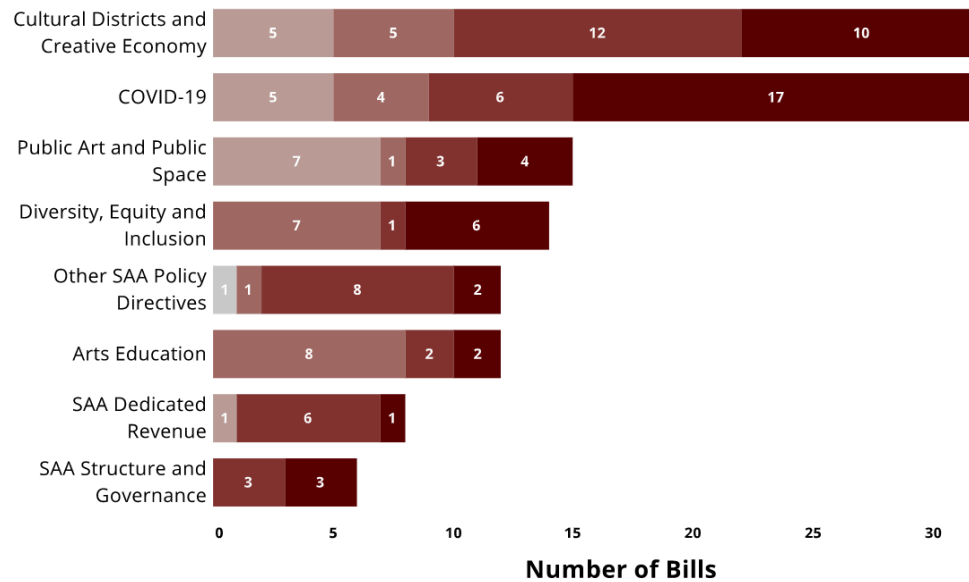


Photo by "[My Life Through A Lens](#)" on [Unsplash](#)

NATIONAL ARTS POLICY ISSUES

Legislative Status of Bills Summarized, by Category [Return to Table of Contents](#)

Primary Bill Category



Bill Status

- Enacted
- In progress
- Progression incomplete by session adjournment
- Died in committee or chamber
- Vetoed

CREATIVE ECONOMY/CREATIVE DISTRICTS

32 state bills

COVID-19

32 state bills

PUBLIC ART AND PUBLIC SPACE

15 state bills

DIVERSITY, EQUITY, AND INCLUSION

14 state bills

Source: NASAA, 2021

SOUTHERN ARTS POLICY ISSUES

❑ CREATIVE ECONOMY

- ❑ Georgia - Sales and Use Tax Exemptions (Enacted)
- ❑ Louisiana - Ad-valorem Tax Exemptions (Not Enacted)
- ❑ Mississippi - Mississippi Gospel Music Commission (Not Enacted)

❑ STATE ARTS AGENCY STRUCTURE AND GOVERNANCE

- ❑ Florida - Renaming the Division of Cultural Affairs and Transferring Certain Responsibilities (Enacted)
- ❑ North Carolina - American Indian Heritage Commission (Enacted)

❑ COVID-19

- ❑ Louisiana - Save Our Screens Grant Program (Enacted)
- ❑ North Carolina - Supporting the Arts and Recovery (Not Enacted) *Result: \$15M ARPA & \$1M annual increase.

❑ DIVERSITY, EQUITY & INCLUSION

- ❑ Florida - Capital Outlay Grants for African American Culture and History (Enacted)

❑ ARTS EDUCATION

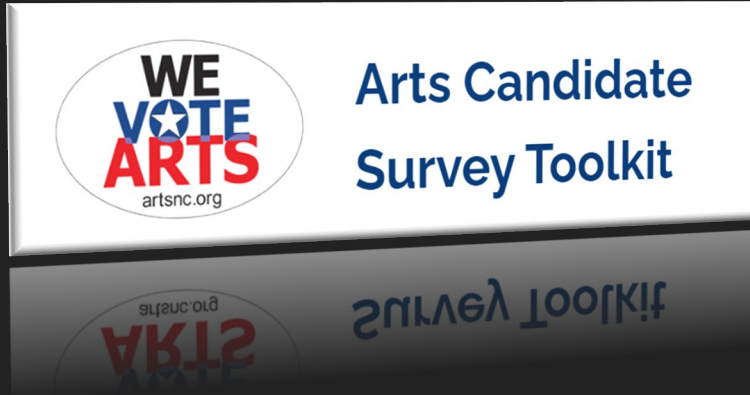
- ❑ **North Carolina** - Summer Learning Choice (Enacted)

- ❑ **7% of the "most important bills in state legislatures" originated in the South (South Arts region)**

CANDIDATE ENGAGEMENT



CANDIDATE QUESTIONNAIRES/SURVEYS



ArtsNC.org/Advocacy/Election-Portal/Candidate-Survey-Toolkit

We Vote **ARTS**

2022 ARTS QUESTIONNAIRE
Asheville City Council & Buncombe County Commissioner Candidates

Below you will find a list of important issues currently impacting our local creative sector. The Asheville Area Arts Council respectfully requests that you complete this survey by **April 21, 2022**, so that our constituents can better understand your stance on these policy topics.

Candidate Name: _____ Date: _____

Q 1: What is your personal background and experience in the arts? (check all that apply)

Instrumental Vocal Visual Dance Theatre Photography Literary Other

Additional Comments: _____

Q 2: What arts activities have you attended, participated in, or supported in the last year? (check all that apply)

Music Theatre Visual Arts Dance Literary Arts Other None

Additional Comments: _____

Background: Americans for the Arts reports Buncombe County nonprofit arts organizations generate \$3.5 M in local government support annually. However, the NC Arts Council's 2019-20 report shows Buncombe County ranks last among tier 3 counties for local government funding for local arts councils at just \$.02 per capita. Average for tier 3 counties is \$.73 per capita.

Q 3: Would you support a plan to increase local government funding to the Asheville Area Arts Council to at least match the state arts funding awarded to Buncombe County (\$61,447 or \$.23 per capita) to support community arts programs for all Buncombe County residents? This would bring the combined state and local arts investment up to \$.46 per capita.

Strongly Agree Agree Disagree Undecided

Additional Comments: _____

❑ CREATE THE SURVEY

- ❑ Get policy input from arts partners.
- ❑ 5-7 Questions on one page AND online.
- ❑ Easy to answer with space to comment.
- ❑ Educate & Ask: warm-ups, arts issues, cross-sector.

❑ SURVEY CANDIDATES

- ❑ Use official candidate list- TREAT ALL THE SAME.
- ❑ Clear brief message with survey, send reminders.
- ❑ Before Primary or General Election.
- ❑ Thank the candidates afterward.

❑ SPREAD THE WORD

- ❑ Post on website before Early Voting.
- ❑ Use emails, social media & arts partners.
- ❑ Press release or direct media contact.
- ❑ NEVER SHOW ANY PREFERENCE IN ANY WAY!!!

CANDIDATE EVENTS & FORUMS



ArtsNC.org/Advocacy/Election-Portal/Arts-Candidate-Forums-Events



□ PLAN THE EVENT

- 10-12 weeks to plan and execute.
- Get input (and help) from arts partners.
- Educate & Ask: warm-ups, arts issues, cross-sector.
- Provide questions to candidates before event.
- Equal treatment: invitations, communications, etc.
- Turnout is key- utilize media and partners.

□ DURING THE EVENT

- Brief presentation on arts impact in community.
- Equal treatment: speaking time, etc.
- Before Primary or General Election (or both).
- Thank the candidates & everyone involved.

□ TYPES OF EVENTS

- Candidate Meet & Greet (in-person only)
- Candidate Forum
- Candidate Debate

RALEIGH: THE MEET & GREET

- ❑ A group of Raleigh arts organization leaders joined together in 2019 to plan a meet-and-greet event with candidates for mayor and city council.
- ❑ Over 50 community members and 10 candidates came for the event.
- ❑ Candidates had the opportunity to meet constituents and learn about the strong local arts community.
- ❑ Attendees had the opportunity to engage candidates in conversations about the importance of arts education and the creative economy.
- ❑ The event was held in a gallery space at an arts center during a downtown-wide “First-Friday” event which showcased the arts and their vital role in the local economy and community.



WILMINGTON: THE 1-2 PUNCH

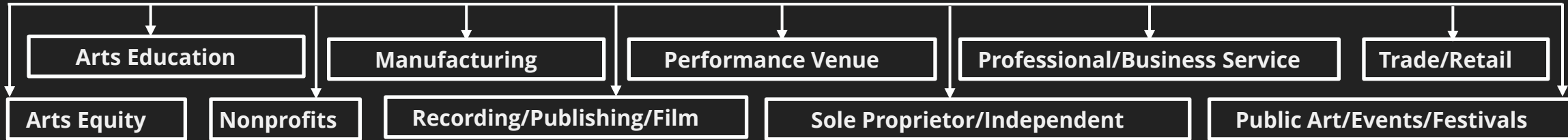


- ❑ The Arts Council of Wilmington and New Hanover County hosted a live candidate forum with nearly all New Hanover County Commission candidates during the primary at Cameron Art Museum.
- ❑ Then a separate online forum with the remaining County Commission candidates as well as candidates for NC House and NC Senate seats leading up to the general election.
- ❑ Arts Council Executive Director Rhonda Bellamy shared presentations about the impact and value of the arts sector and moderated at each event.
- ❑ Candidates answered questions about arts engagement from the moderator and the audience.
- ❑ After the first event, commissioners increased the county's investment in the Arts Council 350%. This effort was led by incumbent candidates on the commission that had participated in the candidate forum.

ASHEVILLE: THE EVERYTHING



ARTS COALITION



Policy Platform for the Arts and Creative Sector



COUNTY ARTS FUNDING: 2021 \$15,000.. 2022 \$180,000

QUESTIONS?

