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# ADVOCACY 101



SOUTH CAROLINA  
**ARTS ALLIANCE**

# ***THE BASICS***

AD • VO • CA • CY

*n.*  
*public support for, or recommendation of, a particular cause or policy.*



Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed it is the only thing that ever has.

*- Margaret Mead*

**Plug In.**

**Know the Game.**

**Know the Players.**

**Make a Connection.**

**Be the Expert.**

**Set the Table.**

**Show Up.**

# PLUG IN

- State Associations
- State Agencies
- Federal Agencies
- National Groups
- Local Media
- State Reporting
- Political Reporting / Alerts (Politico, The Hill, AP, etc)

# KNOW THE GAME

- Learn how it all works.
- Pick something and follow it.
- Watch who is involved.
- Read as much as you can.
- Use Legislative Tracking.

# MAKE A CONNECTION

- Find your legislator.
- Follow on social media and newsletters.
- Interact with them on social media, send them an email.
- Introduce yourself at a town hall, or even drop by the Statehouse.



# BE THE EXPERT

- Read research related to the industry.
- Stay on top of trends in the industry.
- Understand impact of external issues on the industry.
- Offer knowledge and expertise to local groups.
- Provide information to decision makers.
- Be their expert in the field.

# SET THE TABLE

- Invite elected officials to events.
- Set up a meeting to talk about an upcoming issue.
- Participate in forums and town halls.
- Host a forum or town hall.

# SHOW UP

- THE MOST IMPORTANT STEP
- Attend City / County Council meetings.
- Go to Town Halls, Forums, Debates, Meet-And-Greets
- Bring friends!
- **VOTE IN EVERY ELECTION.**

# Using Arts in Local Policy

## Stages

- Direct Investment
- Inclusion
- Systemic Policy + Internal Advocates
- Cyclical Support
- **Celebration, Support, Receptive**

# Using Arts in Local Policy

## Examples

- **Special Event Alcohol Consumption**
  - Time, Demand, Distraction
- **Public Art Ordinances**
  - Objective, Flexible, Community Driven



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