

# THE ARTS AND ARTS EDUCATION

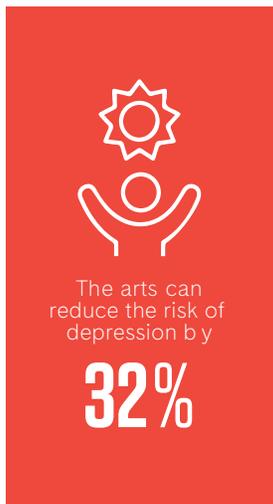
## WHY SHOULD ARTS PATRONS & PROVIDERS ADVOCATE FOR THE ARTS AND ARTS EDUCATION?

You have first-hand experiences that exemplifies the importance of the arts in our lives and community. It is critical that you share your perspective and help inform others, who may not have this experience and knowledge about the power of the arts. Funding and access to the arts is limited for many in Texas and we need all arts supporters working together to grow awareness and support for the arts.

- Use quantitative data from the Texas Cultural Trust’s State of the Arts Report at ArtCanTexas.org.
- Compare arts access in Texas schools by using the Art Can Map.
- Be aware of legislation that may impact the arts in Texas by using the Trust’s Legislative Tracker.

**PLEASE NOTE:** The following information is meant to inspire ways in which arts providers and patrons can advocate for the arts. In light of the COVID-19 pandemic, it is imperative that you follow health safety guidelines and adapt any in-person experiences to accommodate social distancing or virtual experiences, when possible.

## HELP INCREASE ACCESS TO THE ARTS AND ARTS EDUCATION IN TEXAS



- Know your facts about the impact of the arts in Texas. Utilize the Texas Cultural Trust’s *State of the Arts Report*.
- Arts providers often use this data in requests for funding. Arts patrons may use this information to encourage others to participate in arts experiences.
- Grow awareness for the power of the arts. Tell your fellow Texans about the critical impact the arts have on education, the economy, social and emotional well-being, and our overall way of life.
- Support the arts, support Texas. Be an active patron and attend at least one arts or cultural event regularly. This is proven to lower your risk of depression by 32%.
- Use social media to amplify the importance of the arts in your community and stay informed about the state of the arts in Texas.
- Follow the Texas Cultural Trust on social media and use the hashtag #ArtCanTexas to share how the arts impact your life and community.
- Be vocal and unflinching. Your community may need for you to be their voice. Make sure you share their stories and unique needs.

## ENGAGE YOUR ELECTED OFFICIALS

- Make your voice heard. Let your elected officials know that you value the arts and ask them to protect the arts in their decisions and policies. Utilize the Art Can widget to contact your elected officials and school district leaders. Use the tools at ArtCanTexas.org.

- Send a personal invitation to your elected officials, principals, fine arts directors, and superintendents to attend your exhibitions, performances, and events. Make sure they are informed of the meaningful culture your organization provides to the community.
- Get decisionmakers involved and allow them to experience the arts firsthand; they could play an instrument in a performance or have a small role in a theatrical production.
- Invite decisionmakers to speak to your audience and share how the arts impacted their life and why they believe arts are important to your community. Provide them with the facts about the impact of the arts to help prepare their talking points. See [ArtCanTexas.org](http://ArtCanTexas.org) for key figures.
- Write a thank you letter to your elected officials, superintendent, and school board members for supporting arts education in your community.
- Be aware of legislative policies. The Texas legislature makes many decisions that may greatly impact support for the arts. It is important to understand policy at the city and state level. Legislation that may impact the arts in Texas can be found on the Trust's Legislative Tracker.
- Establish a relationship with your elected and appointed officials. Once the public officials who represent your state house and senate districts are sworn in, drop them a note to congratulate them on their election success. The note can be brief, and it need not ask for anything. Instead, your goal is to establish contact and show that the arts are important to their constituents.
- Get out and vote! Conduct research on who is running for public service in your state, city, and school district elections and make your voice heard.

## ENCOURAGE THE NEXT GENERATION OF ARTS PATRONS

- Understand how the arts are being provided in your community. Learn about arts education access in your community by visiting [ArtCanTexas.org](http://ArtCanTexas.org).
- Inspire the next generation of artists and creatives by contacting your local public schools and providing them with powerful arts experiences. Host an open house night for teachers to learn about programs they can utilize for students. By welcoming teachers, you open your doors to the hundreds of children and families they serve.

## THERE'S STRENGTH IN NUMBERS

- Seek support from like-minded advocacy groups. You don't need to start advocacy work completely from scratch — there are many organizations that offer advocacy research, resources, or partnerships. The Texas Cultural Trust is a perfect example as work of the Trust is fundamentally concerned with increasing access to quality arts experiences for all Texans.
- Establish a relationship with other arts providers in your community. Share best practices and advocacy resources. Identify a growth plan for your community and take action as a coalition to inspire an arts-engaged community.
- Utilize resources that are available to you:
  - *State of the Arts Report, Texas Cultural Trust*
  - *Legislative Tracker, Texas Cultural Trust*
  - *Art Can Map, Texas Cultural Trust*
  - *Advocacy Toolkit, Texas Cultural Trust*
  - *Advocacy Tools, Texans for the Arts*
  - *Tools for Results Toolkit Advocacy Chapter, Texas Commission on the Arts*
  - *Hotel Occupancy Tax (HOT), Texans for the Arts*
  - *Grants by Legislative District, Texas Commission on the Arts*
  - *Creative Industries Project, Americans for the Arts*

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# SUPPORT THE ARTS SUPPORT TEXAS

While there are many areas of opportunity for Texas, there are also many areas for needed improvement in arts access. Help ensure equitable access to the arts for all Texans by joining the Texas Cultural Trust as a Partner in the Arts and invite your family and friends to do the same.

Together we are shaping the future of our state through increased access to the arts for all Texans, including our children!

Learn more about how to promote and support the arts in Texas by visiting [ArtCanTexas.org](http://ArtCanTexas.org) or contacting the Texas Cultural Trust directly.

-  [facebook.com/txculturaltrust](https://facebook.com/txculturaltrust)
-  [twitter.com/txculturaltrust](https://twitter.com/txculturaltrust)
-  [instagram.com/txculturaltrust](https://instagram.com/txculturaltrust)



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# TEXAS CULTURAL TRUST

The Texas Cultural Trust is a 501(c)(3) nonprofit organization whose mission is to be the leading voice for the arts in education, advocacy, and economic impact in Texas, while spotlighting the artistic excellence of our state. Programs of the Texas Cultural Trust include the Texas Medal of Arts Awards, Art Can, Texas Young Masters, Texas Women for the Arts, Partners in the Arts, and Arts Access. Together with our partners we are shaping the cultural, educational, and economic future of Texas.