

build your own:

Online Action Center

voterVOICE 



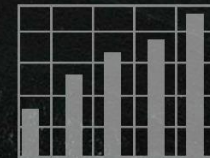
Local arts advocacy is about to get a whole lot easier. 72 percent of Americans engage in political activity online, but harnessing that activity at the local level can be challenging. Now, through the Americans for the Arts partnership with VoterVOICE, local arts agencies can have access to the latest in grassroots technology. Building an online action center is easy and in minutes your organization can send out targeted messages to local officials.



build



mobilize



track



how it works

Scenario: City Councilman Smith of the 3rd District is on the fence regarding a proposal to increase the arts budget, saying that he does not believe it's economically viable to increase funding for the arts at this time.

1. Set up an online advocacy campaign in less than 10 minutes.
2. Compose a draft message for Councilman Smith's constituents to send him, and include space for them to add their own personal touch.
3. Advocates in the 3rd District will send customized messages to the Councilman's office and easily forward the campaign to a friend or share it on Facebook using built-in social features.
4. Councilman Smith learns that his constituents support the arts.
5. You track all of the messages sent and build your list of contacts as the campaign is shared and gains momentum in your community.

Action Center Premiere Packages

\$1,500/ year

\$4,000/ year

\$4,500/ year

Standard

- Custom Local Action Center targeting mayors, city council and other local officials
- Customized action center webpage matching the look and feel of your website
- Introductory training
- Monthly training webinars on trending topics
- Access to Americans for the Arts' contacts in your coverage area
- Additional features including: unlimited email and newsletter templates, surveys, petitions, a fundraising tool, scorecard building and integration with social media

Silver Package

- All of the features included in the standard package, plus:
- VIP set-up coordinated by Americans for the Arts
- One-on-one introductory training
- Ongoing technical assistance
- Advocacy campaign consulting

Gold Package

- All of the features included in the standard package, plus the ability to target five local school boards in addition to municipal leaders.

\$1,000

Upgrade your Gold or Silver Package with a face-to-face training at your office with Americans for the Arts staff

Sample Custom Action Center

Contact Jay Dick,
Americans for the Arts
Senior Director of State
and Local Government
Affairs at jay@artsusa.org
to get started today!



Your Website Here

Action Center

Advocacy Find Your Legislators Sign Up for Alerts

Active Issues

Local Issues



[Support the Arts & Culture in the Upcoming Mayoral Election!](#)
This Fall, the city of Pittsburgh will elect a new Mayor into office. Pittsburgh is nationally recognized for its arts & culture, and it's important that our next Mayor recognizes these assets and seeks to create a strong relationship between city... [\[+\] more](#)

State Issues

[Governor Corbett Recommends Level Funding for Arts Grants](#)
Advocacy Update This morning, to a joint session of the PA General Assembly, Gov. Tom Corbett delivered his budget address for FY 2013-14. The \$28.4 billion budget includes an appropriation of \$8.179 million for the Pennsylvania Council on the Arts (PCA) grants to... [\[+\] more](#)

Federal Issues

[Urge Members of Congress to Support the NEA](#)
On July 31, the U.S. House of Representatives Appropriations Committee began consideration of the FY 2014 funding bill that calls for a 49% cut to the National Endowment for the Arts (NEA). This would bring funding of the NEA down to \$75 million, a level not seen since... [\[+\] more](#)



Your
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