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.
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**

- **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.

**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!