

Your Arts Advocacy Roadmap

A recap of Mass Culture's T.R.A.I.N, "Why Bother?! Arts Advocacy & Activism" Series

1

Is advocacy and government relations a priority for you?

An important question to ask. This work takes time, care, and resources to do the research, develop messaging, and build and maintain relationships. Are you dedicated to learn this skill and undertake the work?

2

Why advocate and with whom?

What's drawing you to this work? Who else might care about similar issues? Get clear on your advocacy goals and find collaborators (which takes time to find alignment).

3

Find aligned opportunities and make your voice heard!

Learn about the general structure of decision making in government and check government pages for upcoming opportunities. [Read more about how to do this here.](#)

4

Find contacts, arrange and attend government meetings.

For example at the federal level, [find your local MP](#), [committee members](#), and the [government directory](#). Make your contact list using this [template](#). Then, [read through our Meetings 101](#) to help prepare.

This is just the start of something wonderful!
Are you ready to commit to arts advocacy?

As an evolution from the conversations started during Mass Culture's T.R.A.I.N program, come join PAA and OCAD U's [course on Government Relations and Advocacy Strategies for the Arts](#).

Professional development for every stage of the advocacy process, practical templates and deep-dive learning to understand the government structure and advance a government relations strategy.

With live weekly coaching from PAA. [Starts June 29th 2023.](#)