

Advocacy is not crisis management . . .

Advocacy is crisis prevention!

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What is Advocacy?


“Advocacy is the pursuit of influencing outcomes.”

Why Music?

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What outcomes are we trying to influence?

- Time
- Money



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Always remember . . .

PROCESS

IS

POLITICS!

“The decision belongs to those who show up!”

“If you are not at the table...you are on the menu”

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Effective Advocacy. . .

. . . Is all about numbers!

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**Effective
Advocacy . . .**

**. . . always puts the
STUDENT FIRST!**

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For any decision . . .

To **BUILD** a music program:

- Show that the student **GAINS** more from the decision than they **LOSE**

To **SAVE** a music program:

- Show that the student **LOSES** more from the decision than they **GAIN**

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You can't do it by yourself

- **10** letters to a decision maker will put an issue "on the radar screen."
- **25** letters will make a decision maker spend time to explore the issue.
- **50** letters can change a decision maker's position on that issue.

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3 KEYS TO EFFECTIVE ADVOCACY:

THE PROCEDURE
THE PARENTS
THE PROFESSION

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1st KEY - THE PROCEDURE

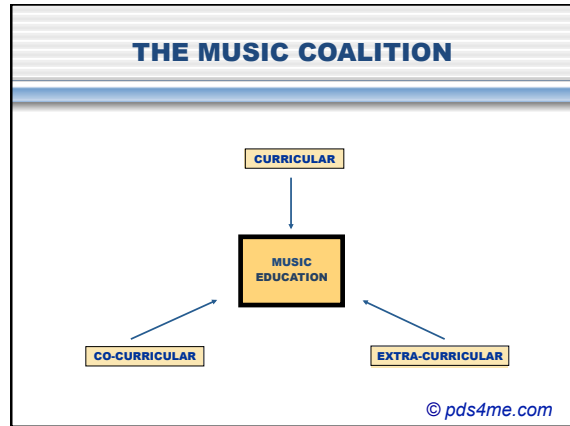
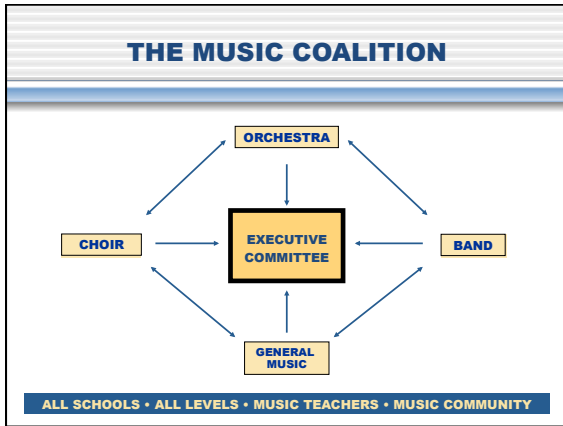
Understanding the timeline and process by which decisions are made.

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2nd KEY - THE PARENTS

An organized Music Coalition is the most effective way for parents to influence the decision-making process.

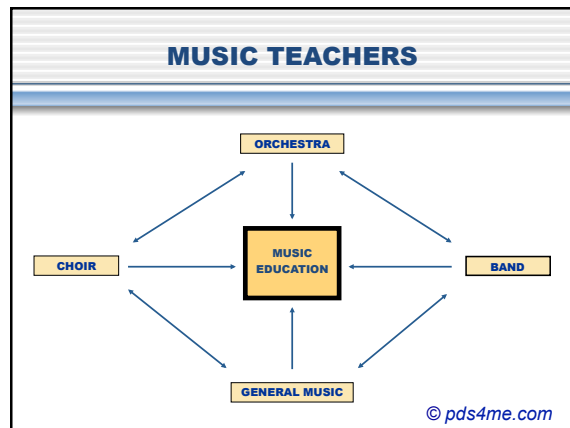
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3rd KEY - THE PROFESSION

Teachers and advocates need to work together for the benefit of the students

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The mission of education is not **TEACHING** children – it is children **LEARNING**

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THE MUSIC CURRICULUM

Written, sequential teaching objectives with student outcomes that are...

- Specific
- Achievable
- Measurable
- **System of Assessment**

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TO BE AN EFFECTIVE ADVOCATE . . .

- have passion and believe in what you're doing;
- study and know your issue;
- always tell the truth - if you don't know the answer, return later with the information;
- become the spokesperson for the issue—think about it every day and about the way you can advocate for it;
- spread the word about the issue;
- be persistent and consistent;
- study and employ the tactics of successful advocacy organizations.

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ADVOCACY TECHNIQUES (in order of effectiveness)

1. Face-to-face contact with decision makers
2. Personal phone calls
3. Personal letters
4. Form letters (personalized)
5. E-mails
6. Petitions

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KEEP THE FOCUS!

- Nothing is carved in stone
- Music education advocacy is about kids.
- It is not about adult issues like jobs.
- It's about whether kids have the music program they need and deserve.

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QUESTIONS?

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GET CONNECTED!

JOIN PLAN: **PA** Leadership **A**dvocacy **N**etwork

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