



**STEP INTO THE
SPOTLIGHT**

SHOWTIME ADVOCACY

for

ARTS EDUCATORS

Advocacy tools for arts advocates to rally their audience to their cause during showcases, exhibits, and other events.

PRE-PRODUCTION CHECKLIST

1. INVITE LOCAL LEADERS & LAWMAKERS TO ATTEND YOUR SCHOOL EVENT AT LEAST 6 WEEKS BEFORE THE DATE

2. CREATE A VIP EXPERIENCE FOR THEM BY OFFERING:

- ✓ FREE TICKET(S)
- ✓ DESIGNATED PARKING
- ✓ MEET & GREET WITH STUDENTS & FAMILIES

3. INVITE LOCAL MEDIA. INCLUDE:

- ✓ EVENT DETAILS
- ✓ EXCITING SHOW NOTES
- ✓ GUEST LIST & NOTABLE INVITES

QUICK REMINDERS

Acknowledge your guests during the show and take pictures.



Include this checklist in your preparation plans for an upcoming event to ensure you engage decision makers who can support your program.

ARTS ADVOCACY CURTAIN SPEECH

Get ready to be inspired by the incredible student artists showcased on this stage as you are about to witness the transformative impact of arts education in our schools!

You can help support these students by raising your voice to advocate for arts programs here in our school and throughout Maryland.
(INSERT YOUR CALL TO ACTION)

Now, please silence your phones...but never silence your voice!



Use this speech template to craft a message for your audience at the start of or during the event. Your call to action or request should be brief, simple, yet an impactful next step to garner continued support for your program.

FINALE ADDRESS

Thank you for joining us tonight and for your ongoing support of arts education.

Your presence here speaks volumes about your commitment to our students' creative futures.

We extend our deepest gratitude to the decision-makers (name guests) who help make these opportunities possible—your dedication ensures that the arts continue to thrive in our schools.

Together, we are shaping not just the artists of tomorrow, but well-rounded, inspired individuals.

Thank you for believing in the power of the arts, and for being champions of our students' success. Please remember to (insert call to action.) Have a wonderful evening!

Use this closing speech template to craft your message for an audience at the conclusion of your event.

POST-PRODUCTION CHECKLIST

1. Mail or email a concise thank you message after the event. Include:

- ✓ Event pictures
- ✓ Upcoming event dates
- ✓ Student success story
- ✓ Ways to support

2. Share highlights with local media:

- ✓ Event footage/pictures
- ✓ Upcoming event dates
- ✓ Ways to support



Congratulations! Your event was a success. Wrap up the loose ends in your showtime advocacy efforts to reinforce the value of your school's arts programs.