

**GRAB and GO ADVOCACY**

# **CRISIS MANAGEMENT**

When Times Get Tough...

- 1 Get the Facts Down**—Develop a fact sheet. Make sure it's accurate and up-to-date. **Don't forget to include a couple of personal anecdotes about your program.** Legislators/administrators remember anecdotes better than facts. Too many statistics can be overwhelming.
- 2 Know the Arguments**—Be prepared to debate the issues and have ready answers when presented with uncomfortable questions. Testimony from a professional, knowledgeable educator will have a tremendous impact.
- 3 Map the Power Structure**—Determine which legislative or administrative bodies hold the power to improve your music program. Who are the most influential individuals? To whom are they responsible?
- 4 Involve the Media**—Invite your local newspaper's metro beat reporter to a school board meeting. They're always on the lookout for stories about students achieving great things. Social media, like NAFME Advocacy Groundswell, also help get the word out about your program.
- 5 Follow Up**—Write a letter of thanks following any meeting to reiterate your position. Be ready to provide more information if asked.

## **Want to know more?**

- **Advocacy Central:** <http://advocacy.nafme.org/page/advocacy-central>
- **Benefits of the Study of Music:** <http://advocacy.nafme.org/page/general-resources>
- **Get the Message:** <http://advocacy.nafme.org/page/how-to-advocacy-guides>

**Questions?** Write to [advocacy@nafme2.org](mailto:advocacy@nafme2.org) or call (800) 336-3768  
[www.nafme.org/advocacy](http://www.nafme.org/advocacy)

# PROACTIVE STRATEGY

## When Times Are Good...

- 1 Start a booster organization**—Get your students' parents and other willing members of the community involved. They can help develop and manage fundraising projects, to supplement funds provided by the school.
- 2 Don't keep your program a secret**—Don't be afraid to toot your own horn! Create a system (website, email newsletter, speaking before civic organizations) for dispensing information to school officials, local businesses, politicians, and the media before an emergency exists.
- 3 An ounce of prevention is worth a pound of cure**—One of the best forms of preventative advocacy is a strong, vital, music education program. Informally advocate for your program at concerts by telling the audience about the musical challenges your students have met and mastered.
- 4 Keep detailed records**—Of enrollments, budget expenditures, instructional time allocations, and student academic achievement scores. Learn how budgets and politics work year-round and familiarize yourself with your state's policies on music education.
- 5 Evaluate**—Every three months, compare the current state of your program with the goals you established for it. If you've met them, maintain your PR plan and contacts with decision makers. If not, fine-tune your strategy and keep at it. Protecting a music education program requires patience and persistence.

**Learn more:** <http://advocacy.nafme.org/page/how-to-advocacy-guides>

- **Music for All Students/Planning Music Education Advocacy**
- **Music Booster Manual**
- **Building Support for School Music Programs**

**Questions?** Write to [advocacy@nafme2.org](mailto:advocacy@nafme2.org) or call (800) 336-3768  
[www.nafme.org/advocacy](http://www.nafme.org/advocacy)