

NATIONAL  
**ARTS IN**  
**EDUCATION WEEK**

**Partner Packet**

**FIVE WAYS TO PARTNER**





## ABOUT AMERICANS FOR THE ARTS

The mission of Americans for the Arts is to build recognition and support for the extraordinary and dynamic value of the arts and to lead, serve, and advance the diverse networks of organizations and individuals who cultivate the arts in America.

Founded in 1960, Americans for the Arts is the nation's leading nonprofit organization for advancing the arts and arts education. From offices in Washington, DC and New York City, we provide a rich array of programs that meet the needs of more than 150,000 members and stakeholders. We are dedicated to representing and serving local communities and to creating opportunities for every American to participate in and appreciate all forms of the arts.

## ABOUT THE ARTS EDUCATION PROGRAM

The Arts Education Program provides leadership development, networking, research, and tools that empower individuals and organizations to create equitable systems and strong policies which strengthen the arts education ecosystem. We seek to unify diverse stakeholders, including arts education professionals, cultural and education sector leaders, the business community, parents, and young people, to create change in their communities, states, and the nation.



## ABOUT NATIONAL ARTS IN EDUCATION WEEK

National Arts in Education Week is supported by Americans for the Arts on behalf of the field of arts education to bring visibility to the cause, unify stakeholders with a shared message, and provide the tools and resources for local leaders to advance arts education in their communities. As a local partner or a member of the organization, find ways to celebrate the transformative power of the arts in education by visiting [www.NationalArtsInEducationWeek.org](http://www.NationalArtsInEducationWeek.org).

## ACKNOWLEDGEMENTS

Americans for the Arts would like to thank the many individuals and organizations who contributed to this publication and National Arts in Education Week campaign over its many years of development.

Photos courtesy of Scott Cronin & Alonso Parra



## HAPPY NATIONAL ARTS IN EDUCATION WEEK!

Passed by Congress in 2010, [House Resolution 275](#) designates the week beginning with the second Sunday in September as National Arts in Education Week. During this week, the field of arts education joins together in communities across the country to tell the story of the impact of the transformative power of the arts in education. We celebrate, we advocate, and we bring attention to our cause. In the following packet, you will find a series of ways to join in the national celebration.

Over the course of the week, we hope that the field of arts education can rally together with a common message: the arts are essential to a well-rounded education. We have compiled numerous resources available to help National Arts in Education Week partners celebrate. Overall, we hope that throughout the country individuals, schools, organizations, and associations can accomplish three goals:

- 1. CELEBRATE.** Host celebrations across the country. Whether big or small, we have seen over 250 celebrations annually occur across the country. Utilize shared messaging and branding to be a part of something bigger.
- 2. ADVOCATE.** Work with your elected officials and decision makers to share the value of the arts in education. Whether a mayor, principal, or U.S. Congressman, check out sample resolutions, videos, and fact sheets to help bring them on board.
- 3. PARTICIPATE.** Share your story through the social media campaign to bring national visibility to the issue of arts education. This is your chance to tell your own personal story of the transformative power of the arts in education.

Want to join in the celebration? [Register your interest](#) for more information on how to get started. We are here to help and look forward to joining together in celebration.

### PLEASE SAVE THE DATES FOR UPCOMING NATIONAL ARTS IN EDUCATION WEEK CELEBRATIONS:

- September 8–14, 2019
- September 13–19, 2020
- September 12–18, 2021
- September 11–17, 2022

Thank you for your interest in celebrating National Arts in Education Week together. We look forward to celebrating with you!

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## SHARED ASSETS

As the national celebration for the field of arts education, National Arts in Education Week is a time when all organizations and individuals that make up the field of arts education join together. Whether you are a teaching artist, national association, district arts coordinator, or local cultural organization, we hope that you, too, can find a path to participating in the nation-wide celebration.

As part of the effort to celebrate together, a shared logo and website have been created to unify efforts across the country. The logo and website have been designated to remain the same for ten years, from 2015–2025.

## BRANDING

The brand for National Arts in Education Week was created in 2015 and is provided to the field for use free of charge. The intention for shared branding of celebrations across the nation is to unify the field of arts education and demonstrate together the transformative power of the arts in education. The hope with a unified brand is that the colorful star and words will become synonymous with an annual event in every community across the country celebrating the impact of our work.

### LOGO USE GUIDELINES:

- The logo is intended for use by anyone who wishes to celebrate National Arts in Education Week.
- The star and words should not be presented separately.
- The five colors (red, orange, green, teal, purple) should remain unchanged.
- The font to be used in conjunction with the logo is Arial Narrow.

[Click here](#) for a full downloadable logo pack.

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## WEBSITE

Like the shared logo, the shared website URL has been created for unified branding purposes. Any and all organizations or individuals celebrating National Arts in Education Week may use this website domain name free of charge. The domain redirects to a page which hosts information relevant to the current year's celebration.

The intention for a shared website is to direct any interested party to find more information about the national celebration, ways to participate, or anything happening locally in their community. To achieve this goal, we encourage you to input your local events on the website and to share the website in your branding and communications promoting National Arts and Education Week.

### WEBSITE USE GUIDELINES:

- The website is intended for use by anyone who wishes to celebrate National Arts in Education Week.
- The URL should be written in lowercase font with the exception of the first letter of each word, as such: “[www.NationalArtsInEducationWeek.org](http://www.NationalArtsInEducationWeek.org)”
- When presented in conjunction with the logo, the font should be Arial Narrow and the color used should be dark grey.

The following domains have also been registered to ensure similar redirection to our intended webpage. These domains are not intended to change for ten years from 2015–2025.

- [www.NationalArtsInEducationWeek.org](http://www.NationalArtsInEducationWeek.org)
- [www.NationalArtsInEducationWeek.com](http://www.NationalArtsInEducationWeek.com)
- [www.NationalArtsInEducationWeek.net](http://www.NationalArtsInEducationWeek.net)



## HOSTING A CELEBRATION

Celebrating is an integral part of National Arts in Education Week. Whether hosting a specific event in honor of the week or leveraging an existing event to bring forward the message of the week, be sure to tell your community what is going on.

When hosting an event, you are encouraged to utilize the assets of the national celebration in your favor. Have you thought about the following?

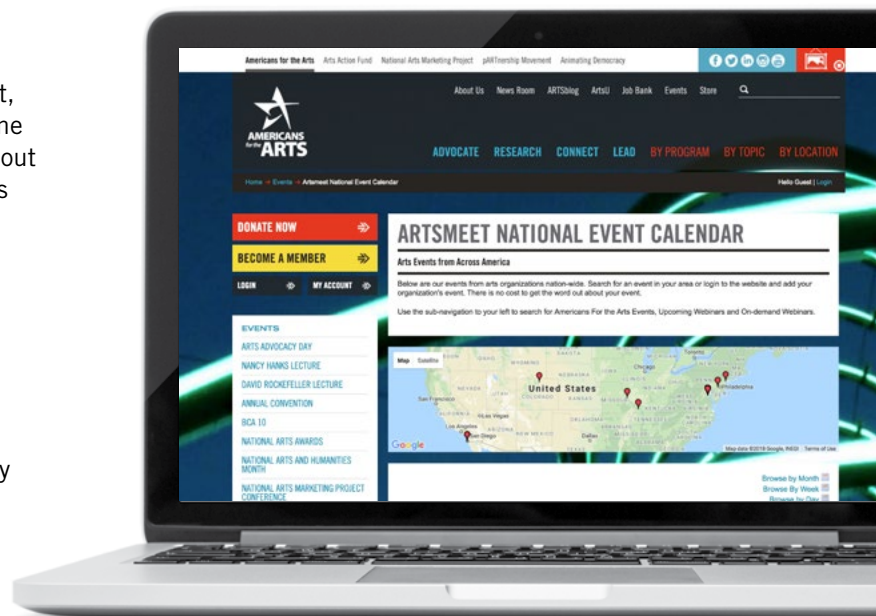
- Be sure to use the logo in your marketing materials to signify that your event is part of a larger national celebration. Do you have a website or poster to insert the logo?
- At your event, share the latest research and key messaging about the impact of arts education with your audiences. Do you have a space for a poster in your space or ad in your program book to share some data?
- Invite key decision makers from your school or city to your event. Is there an opportunity for them to speak about the power of the arts?
- Tell your local media. Have you had your event listed on a public platform for others to attend? Perhaps, you might consider writing an Op-Ed in your local paper about the power of the arts and the national celebration?
- Share out what you are doing with our field. When tweeting or posting on social media, be sure to use the hashtag #ArtsEdWeek. Also, check out the #ArtsEdWeek feed to see what others are doing around the country.
- Do you want swag to share with your participants? Let us know, and we can send the link to purchase the latest stuff!
- Tell us about it! We are keeping a log of events and their impact. Be sure to send us an email after the event at [ArtsEducation@artsusa.org](mailto:ArtsEducation@artsusa.org).

## EVENTS MAP

Once all of the details are worked out for your event, be sure to register the event on ArtsMeet. This online events map will host information on events throughout the country. To register your event, please follow this easy process:

1. Visit ArtsMeet National Event Calendar.
2. Create an account.
3. Provide the title, description, location, etc
4. Submit.
5. If you want to expedite the process or have any questions, email [ArtsEducation@artsusa.org](mailto:ArtsEducation@artsusa.org).

ArtsMeet is found [here](#).



## CELEBRATION TOUR

Every year, there is a subset of celebrations that occur, where national partners make an appearance. As one of the partners in the field, Americans for the Arts works with several other partners to identify several strategic events to co-host throughout the country. In the past, these events have been casual teacher appreciation event, fundraisers, or launch events for new programming.

Are you interested in co-hosting an event on the Celebration Tour? Let us know at [ArtsEducation@artsusa.org](mailto:ArtsEducation@artsusa.org).

As a co-host, we would like to work together on several elements of the event:

- Establish the event with a set of partners focused on a strategic visibility mission for a target audience of decision makers or leaders in the field.
- Jointly create an invitation list of members of the arts education field alongside key government or educational decision makers.
- Utilize the shared assets of National Arts in Education Week as part of the marketing and communications of the event: logo, website, ArtsMeet, etc.
- Co-write an Op-Ed for the local or regional newspaper about the event and key messaging from the national celebration.
- Provide an opportunity for an update from Washington, D.C. Aligning national work with the boots on the ground is essential!
- Encourage attendees to participate in the national celebration in future years, and help distribute swag.
- Evaluate and report on the success of the event. Be sure to tell us how many people attended and how it went!





## ADVOCACY

An essential part of National Arts in Education Week is leveraging the celebration for advocacy to decision makers. In the following section, we have compiled a number of resources to aid in this endeavor for advocacy novices and experts alike.

### SPREAD THE WORD ABOUT TWO EASY ADVOCACY OPPORTUNITIES:

- [Sign the petition](#) to Secretary of Education, Betsy DeVos about arts education policy.
- [Submit an op-ed](#) to your local paper through this ready-to-go form.

## SAMPLE RESOLUTIONS

A simple and effective way to leverage the 2010 Congressional Resolution, which designated National Arts in Education Week, is to replicate similar resolutions at the municipal and state government levels. Whether working with your school's principal, the city's mayor, or the state governor, you can partner with them to use their influence to bring attention to the cause.

Be sure to download the sample resolutions for use with your elected or educational officials.

### CONSIDER THE FOLLOWING TIPS:

- Download the resolution from [www.NationalArtsInEducationWeek.org](http://www.NationalArtsInEducationWeek.org)
- Customize it to be relevant to your district, city, state, etc. Be as specific as possible.
- Submit it to your official's website, or staff member who is responsible for resolutions. You may start off by calling to ask who the appropriate contact may be.
- Provide sample text and make yourself available as a resource for more information.
- Be concise. Don't send a full report, but instead send the relevant statistics with a link to where they can find more.
- Follow up. Call or email to ensure the resolution is being process in time for the celebration.
- Obtain a hard copy of the resolution for your records. Scan and upload it to your website or social media.
- Tell others about the resolution. You may issue a press release or include it in a newsletter.
- Thank the official and staff members for their help in making it happen.

If you are successful in this effort, be sure to tell us about it and send a digital copy or photo of the resolution to [ArtsEducation@artsusa.org](mailto:ArtsEducation@artsusa.org).

## ARTS EDUCATION NAVIGATOR

For those just starting down the path of advocacy for arts education, you can learn quickly through the Arts Education Navigator. This online tool walks arts education supporters through a six-step, action oriented process to become an effective advocate.

- **YOUR ROLE:** Understand your role in the arts education ecosystem and where to place your influence to be most effective in your advocacy.
- **YOUR STATE:** Learn which policies affect arts education in and out of school in your state and who to talk to about them.
- **YOUR INTEREST:** Unpack the buzzwords in the field of arts education and connect with other organizations to learn more about what you can do.
- **YOUR STRATEGY:** Brush up on your case making skills and connect with the latest tools to start crafting your advocacy strategy.
- **YOUR TARGET:** Determine who to approach with your advocacy and how to best make the ask to your audience.
- **YOUR STORY:** Share your story with others and learn about what else is happening around the country.

Visit [www.AmericansFortheArts.org/Navigator](http://www.AmericansFortheArts.org/Navigator) for more information.

The screenshot displays the website for Americans for the Arts. The top navigation bar includes links for 'Americans for the Arts', 'Arts Action Fund', 'National Arts Marketing Project', 'pARTnership Movement', and 'Animating Democracy'. Social media icons for Facebook, Twitter, LinkedIn, YouTube, and Instagram are also present. The main navigation menu features 'About Us', 'News Room', 'ARTSblog', 'ArtsU', 'Job Bank', 'Events', and 'Store'. A search bar is located on the right. Below the navigation, a central banner reads 'Arts Education Navigator' with the sub-header 'ARTS EDUCATION NAVIGATOR' and the tagline 'From Passion to Action'. A sidebar on the left lists six steps: 'HOME', 'YOUR ROLE', 'YOUR STATE', 'YOUR INTEREST', 'YOUR STRATEGY', 'YOUR TARGET', and 'YOUR STORY'. The main content area contains a paragraph: 'With over 300 contributors and over 175 partner organizations, the Arts Education Navigator is your connection to the tools and resources you need to make the case for arts education!' and a concluding sentence: 'Do you believe in the transformative power of arts education? The Arts Education Navigator will help you transform your passion into action. Follow this six step process to move from simple supporter to empowered advocate!'.

## ADVOCACY E-BOOKS

For those who are more seasoned advocates, be sure to check out the series of e-books to help you refine your skills. There are four e-books in the set which will help you understand the advocacy basics, use the data, craft your message and mobilize others.

- **GETTING STARTED:** Explore the who, what, where, when, why, and how of arts education.
- **FACTS & FIGURES:** Discover the data on the benefits and decline of arts education.
- **MAKING THE CASE:** Learn how to effectively craft your message in your advocacy work to key decision makers.
- **MOBILIZING SUPPORT:** Focus on the ins and outs of campaign crafting and organizing for change.

## ENCOURAGE CREATIVITY. TEACH THE ARTS. CAMPAIGN

In your advocacy efforts, you will need the right tools. Launched in January 2015, the Encourage Creativity: Teach the Arts campaign provides the necessary tools and resources to help any advocate make their case locally.

The toolkit has several resources to aid you in your advocacy efforts.

### CHECK OUT THE RESOURCES AVAILABLE FOR FREE BELOW:

- A series of videos to inspire action in support of arts education
- A set of tools to give to decision makers
- An interactive quiz to test your knowledge

This suite of tools can be found at [www.AmericansForTheArts.org/EncourageCreativity](http://www.AmericansForTheArts.org/EncourageCreativity)



## SHARE YOUR STORY

An essential part of National Arts in Education week is visibility. We encourage all arts education supporters to participate in the social media promotional efforts of the campaign to ensure a strong voice for our field across the country.

Whether you are an individual or an organization, you can participate in sharing your story on social media using hashtag #ArtsEdWeek.

Participate by sharing your story on any of the following social media platforms:

- Facebook: [www.Facebook.com](http://www.Facebook.com)
- Twitter: [www.Twitter.com](http://www.Twitter.com)
- Instagram: [www.Instagram.com](http://www.Instagram.com)
- Linked in: [www.Linkedin.com](http://www.Linkedin.com)

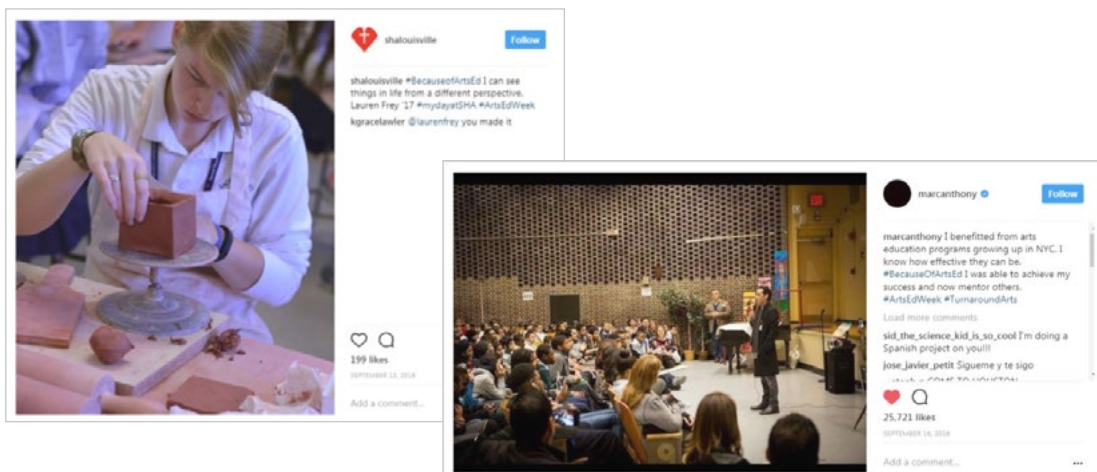
Be sure to spread the news on Twitter by sharing a post ahead of time or retweeting *other posts*.

### EXAMPLE POST:

- Save the date: National Arts in Education Week is Sept. 9–15. Host an event, share your story & more!
- [#artsedweek](https://twitter.com/artsedweek) [bit.ly/1NonHN6](https://bit.ly/1NonHN6)

Also, make sure to RSVP to the [Facebook event](#) for the week to connect with others who are also celebrating.

Looking for something to post? Share your own personal story or that of your organization, participate in the designated social media campaign, or post some of the resources mentioned in the previous section of this packet.



## SOCIAL MEDIA CAMPAIGN

Each year, there is a social media campaign to guide our celebration. By working together to aggregate a shared message on social media, we can garner attention from decision makers and the public to support arts education.

[Download the Social Media How-to Guide here!](#)

In 2017, the campaign is centered around stories of the impact of arts education. The designated hashtag for use on social media is...

### #BecauseOfArtsEd

We hope to elicit stories of the impact of arts education on individual lives. Whether the individual is an artist, or has found success in their life down a different path, we want to ensure that the story is shared to inform others of the impact of arts education on all lives.

### TIPS FOR PROMOTING THE CAMPAIGN:

- Send a promotional tweet to your followers ahead of time.
- Pre-write and schedule your tweets using TweetDeck or other scheduling platforms.
- Tag other people or organizations when mentioning them specifically.
- When uploading a photograph, be sure to tag people in the photo (using the “who is in this picture function”).
- Be sure to use shortlinks through [bit.ly](#).
- Like and Retweet or share others’ posts.
- ALWAYS use the hashtags #ArtsEdWeek and #BecauseOfArtsEd



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