

Message Framework At-a-Glance

The framework depicted here includes an overarching narrative (the big idea/core story we want to convey), the core message (the central “elevator pitch” ideas that should be a takeaway from all messaging), a selection of benefits messages that serve as proof points and are effective with policymakers, the case for public funding, and the frame for customized calls to action. For examples of more specific messages and recommendations on how to customize them, please refer to the detailed message sections that follow.

OVERARCHING NARRATIVE

Arts and creativity strengthen our nation.

CORE MESSAGE

Arts and creativity make us stronger—as individuals, families, communities, states and as a country. They are a backbone of innovation, prosperity, and thriving people and places. Public funding for arts and creativity is a high-return investment that benefits every American in every city, town and rural community nationwide.

MESSAGES ON THE BENEFITS OF PUBLIC FUNDING FOR ARTS AND CREATIVITY

Economy

Arts and creativity are an American economic engine. They provide people with the foundation for creativity, equipping an innovative workforce, generating new ideas in every field, and keeping our nation globally competitive. Arts and creativity strengthen economic health by creating jobs in multiple industries, driving tourism, and providing opportunities for young people.

Health and Well-Being

Arts and creativity improve Americans’ health and well-being. They are one of the most effective treatments for trauma, depression and anxiety, including among our nation’s veterans. Arts and creativity reduce our susceptibility to stress-related diseases. And art therapies help to forestall Alzheimer’s and promote lifelong brain health, while helping us address the nation’s opioid crisis.

Communities

From rural towns to big cities, arts and creativity strengthen the fabric of America's communities. They celebrate local culture—both cherished and new traditions—telling stories of people and places. Arts and creativity promote connection and cohesion, foster the entrepreneurial spirit communities need to thrive, and create the kinds of communities where young people want to build families.

Education

Arts and creativity strengthen education. They set young people up for success, close the achievement gap and improve test scores. Arts and creativity spark human potential, promoting cognitive development and readiness to learn at every age. And they develop an innovative, globally competitive workforce by adding the key ingredient of creativity to STEAM education.

Beauty and Grace

Arts and creativity inspire us, and bring grace and beauty into our lives. They give us opportunities to share our creative gifts, and experience the creativity of others.

WHY PUBLIC FUNDING

Public funding for arts and creativity is a high-return investment in every town and rural community nationwide, not only in the biggest cities. It improves the lives of all Americans, equips an innovative workforce, and keeps us competitive globally. It is a great example of government done right that fuels public-private partnerships, leverages \$9 in additional funds for every federal dollar invested, and puts tax dollars and decision-making authority into state and local hands.

CALL-TO-ACTION FRAME

Arts and creativity strengthen our [nation/state/community]. We must increase our public investment so that all communities in [state/district/community] and nationwide have access to the many benefits they provide. I urge you to support [insert specific ask here].