

USING THE ARTS FOR LAND ADVOCACY

the superpowers of arts-based projects

CREATIVE ENGAGEMENT

- Encourages deep sharing and listening
- Helps establish relationships
- Builds a sense of community

INFORMATION SHARING

- Reaches beyond the usual audience
- Highlights tough issue in a creative way
- Creates a safe space for discussion



ENHANCING COMMUNICATIONS WITH ELECTED OFFICIALS

- Gets more people to engage
- Demonstrates community-led projects
- Shows info in unexpected ways
- Gives reps events at which to appear

IDEA BANK

creative projects

Community postcards
Community-painted mural
Art exhibitions
Storytelling events
Creative publications
Creative stewardship projects
Themed-music concert
Themed dance event
Themed poetry readings
Activities/displays during events
Creative tabling at an Art Walk
Arts residencies
Illustrations for stories and articles
Online exhibitions
Group quilt

art workshops

Botanical drawing
Plein Air painting
Photo walk
Landscape photography
Block printing
Collage postcard
Earth day card
Sun prints
Walk and haiku
Walk and poetry
Cooking and garden creativity
Found object group project
Bird walk and bird sketching
Night photography
Nature journaling

success for creative advocacy projects

GOALS FOR EVERY PROJECT

- Match potential projects with your goals for informing relevant communities.
- Invite everyone to participate in some aspect of your project.
- Inform stakeholders, media and representatives of the project.

TIPS FOR STARTING OUT:

- Pick a project idea, and state your specific goals for using each superpower.
- Designate/Hire a project lead and create a project team.
- Pay staff, hire professionals, give honorariums. It's worth it and it's also right!
- Define how you will invite people (reach out personally to build relationships).

TIPS FOR SUPPORT:

- Look for grants through arts, humanities and education organizations.
- Use the power of college interns.
- Collaborate with other organizations, school programs, and businesses.
- Develop long-term relationships with colleges and arts organizations.
- Educate your artists and team on your message so they can help deliver it.
- Create specific donor/sponsor asks that will help you complete the project.
- Create shared goals as you work on tribal and local community collaborations.



TIPS FOR DEVELOPING CONTENT:

- There are no wrong ideas during brainstorming.
- Develop the most-doable and greatest impact ideas. You can't do it all at once!
- Create clear storytelling goals for each project and specific ways to tell that story.
- Present subjects in safe, positive, and welcoming ways – don't provoke.

TIPS FOR GETTING THE PROJECT DONE:

- Take small steps toward big goals.
- Schedule plenty of time to develop your project (2x more than you think you need).
- Sweat the details. Professionalism and respect in every step is crucial.
- Follow up and follow through. Communicate every step.
- Make press releases/Invite the press. Don't waste the opportunities!
- Invite stakeholders and elected officials.
- Be adaptable and flexible. Let the project evolve as it needs too.

for more info:

mysteryranch.org | goldbeam.org
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