

Advocacy v. Lobbying

Know the Difference



Advocacy

- the act of arguing in favor of something, such as a cause or policy
- helps build familiarity and trust between you and elected officials by offering a personal perspective when public policy decisions are made

examples of advocacy:

- informing legislators about the role of arts in education
- making general arguments about the importance of public support for physical education in schools
- explaining to a legislator about the value of encouraging artist's gifts of their work to a museum

Lobbying

- activities aimed at influencing policymakers on proposed policy measures
- trying to influence the voting and action of policymakers in order to make positive change to laws that affect you and your community

examples of lobbying:

- requesting a legislator's support for legislation that would mandate arts education in school curriculum
- asking a legislator to vote for an increase in the amount of time students spend in physical education
- urging a legislator to support a bill to allow artists a full value charitable deduction for the donation of their work

Building a relationship is the foundation for both advocacy and lobbying. Your elected officials need to hear from you before there is a crisis/before you have a problem to solve.