

LOCAL ADVOCACY TOOLKIT



[Welcome to the OC Local Advocacy Toolkit](#)

[Lesson 1: The Basics](#)

[Lesson 2: Ways to Engage](#)

[Lesson 3: Making Your Case](#)

[Lesson 4: On Social Media](#)

[Lesson 5: In Person](#)

[Resources](#)

Welcome to the OC Local Advocacy Toolkit

Advocacy is essential for the long-term health and vibrancy of Canadian orchestras. Whether you are seeking funding, building community connections, or ensuring your musicians and members are part of important conversations, strategic advocacy activity ensures that decision-makers see your orchestra as relevant, resilient, and impactful.

Decisions made at the municipal level about funding, cultural priorities, zoning, infrastructure, and more, can directly shape your ability to share your music with your community. By developing strong relationships with local decision-makers, you can help ensure that your orchestra's voice is part of the conversation from the start.

Resources

General Resources

Apathy is Boring

An organization that uses art and technology to educate youth about democracy. They envision a Canada where youth are active decision-makers at all levels of the democratic process.

www.apathyisboring.com

Canadian Arts Coalition

The Canadian Arts Coalition is a non-partisan advocacy movement of associations, arts organizations and artists. Their most recent major campaign, ArtsVote 2025, included a range of tools and templates (social media decks, a home election kit, social media profile frames, etc.) that can inspire you and be used as a starting point for other advocacy efforts.

<https://canadianartscoalition.com/artsvote-resources/>

Creative Cities Network (CCNC)

CCNC is a national association dedicated to strengthening municipal cultural policy, planning and practice through knowledge sharing, research and professional development. Their online library includes publications that can be helpful in making the case for the arts from various perspectives (i.e.: arts and positive

change in communities, building community identity and pride, culture as an economic engine, personal and social development and youth, etc.)

<https://www.creativecity.ca/library/publications/>

Federation of Canadian Municipalities

The FCM's library contains reports, toolkits, recommendations and other resources designed to help stakeholders address challenges in their community.

<https://fcm.ca/en/resources>

Les arts et la ville

Le réseau Les Arts et la Ville représente l'alliance du monde municipal et de la culture. Il rassemble et outille les communautés des francophonies canadiennes afin qu'elles utilisent la culture pour développer durablement leurs milieux de vie et renforcer le tissu social. L'organisme offre des formations et a publié une série de ressources (guide pour une transition socioécologique par les arts et la culture, guide d'élaboration d'une politique culturelle municipale, études de cas de projets exemplaires, etc.) qui peuvent aider à étoffer un argumentaire dans le cadre de vos efforts de représentation.

<https://arts-ville.org/publications/>

Mass Culture

Mass Culture harnesses data and evaluative thinking to demonstrate the true impact of the arts sector. Their website contains information about current research and the Artifex resource library, essentially a searchable database to help make the case for the arts from a range of perspectives.

<https://criticaldigitalmethods.ca/artifex/database/>

Municipal World

Acts as a resource for municipalities, providing tools, templates and learning opportunities for municipal staff and locally elected officials. Also provides stories (articles, profiles and podcasts) on a range of priority issues for municipalities, including tourism and advocacy.

<https://www.municipalworld.com/>

March of Dimes Canada

March of Dimes Canada is a national charity committed to championing equity, empowering ability and creating change for the more than eight million people with disabilities across the country. Their Political Advocacy Toolkit includes a number of templates and resources that may be of use to you (letter templates, follow-up email templates, public consultation response template, advocacy story worksheet, etc.)

<https://www.marchofdimes.ca/en-ca/aboutus/govtrelations/political-advocacy-toolkit/Pages/templates-resources.aspx>

Nonprofit Tech for Good

Helpful ideas on how to best use social media for advocacy.

www.nptechforgood.com

Region-Specific Resources

Alberta Municipalities

While this resource has 'Alberta' in the name, it can be applied by anyone. Representing municipalities where over 85% of Albertans live, Alberta Municipalities share information, ideas and solutions with elected and administrative leaders to address municipal issues. Their website includes a substantial advocacy toolkit that provides tools and templates to help stakeholders make their case in support of municipal priorities.

<https://www.abmunis.ca/advocacy-resources>

Culture Capitale-nationale et Chaudière-Appalaches

CCNCA regroupe, réunit et représente des individus et des organismes qui oeuvrent en culture afin de favoriser le développement des territoires de la Capitale-Nationale et de Chaudière-Appalaches. Le site web de l'organisme compile plusieurs mémoires et rapports et qui peuvent être pertinents pour les élus et administrateurs municipaux, travailleurs culturels, chercheurs, etc.

<https://www.culture-quebec.qc.ca/outils-et-references/>

Culture Montréal

Culture Montréal est un regroupement indépendant et non partisan qui rassemble tout citoyen reconnaissant le rôle fondamental de la culture dans l'essor de la métropole. L'organisme a mené une série d'études, et publié plusieurs rapports de recherche sur des thématiques qui peuvent appuyer les campagnes visant à bonifier l'investissement municipal en culture (p.ex. : développement durable et transition écologique, politiques publiques d'appui à la philanthropie culturelle, le financement du secteur des arts et de la créativité numériques, etc.)

<https://culturemontreal.ca/publications/?type=etudes-et-rapports>

Other Resources

Aaker, J. & Smith, A. (2010). *The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change*. San Fransisco, CA: Jossey-Bass.

IFACCA, Good Practice Guide on Arts Advocacy, 2014 :
<https://docs.google.com/document/d/1z4vAZ3NQgYwF9naKBCiMYzJ0smTBIKTHCFfKUypt4Xs/edit?tab=t.0>

Sussman, A. (2007). *The Art of the Possible: A Handbook for Political Activism*. Toronto, ON: McLelland & Stewart Ltd.

Unicef Advocacy Toolkit <https://www.unicef.org/wca/media/6451/file/UNICEF-KRC3-KRC4-Toolkit.pdf>