



December 1, 2020

Dear Arts Advocate,

As we close out the most chaotic year in American history, I'm writing my annual Year-End letter to you in the midst of a pandemic and following a record turnout election.

We are all celebrating a fantastic **ArtsVote** win because you helped to make every vote count this year! After fighting four years of an uphill battle with an administration that continuously attempted to terminate public support for the arts, we are ready to help get creative workers working again.

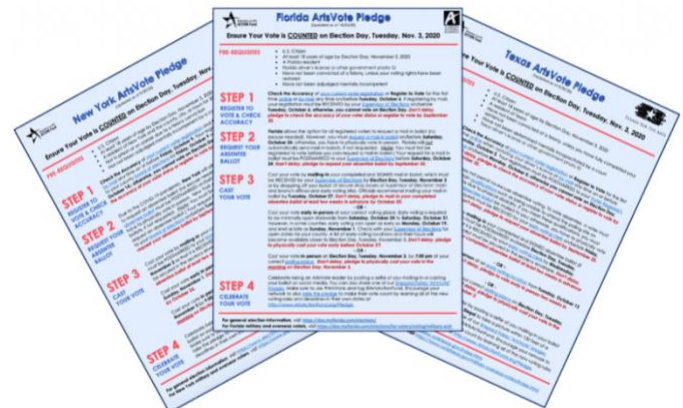
Would you make a year-end financial contribution to help us engage the nation's newly elected officials to turn our dynamic arts policy positions into law?



This year, your support ensured the arts had a voice in politics. Our launch of the **ArtsVote: Make Your Vote Count** campaign empowered our 427,000 members to take the ArtsVote Pledge to vote early and share the inspirational ArtsVote artwork created by renowned artist **Shepard Fairey**. Your contributions helped us mobilize an expanding grassroots movement of arts advocates. We reached millions of people through social media, webinars, podcasts, the ArtsVote Store, voter resources, advertising, and traditional media.

Shepard Fairey's bold ArtsVote graphic became iconic this election year and enclosed in this mailing is a removable decal sticker for you to proudly display.

Because of the pandemic, voting rules, deadlines, and late-breaking court rulings kept changing election laws in every state. Our customized **State Voter Factsheets** were the heart of our **ArtsVote: Make Your Vote Count** campaign. Created for all 50 states and 6 territories, we made it our mission to regularly update these detailed factsheets with rapidly changing information. And by partnering with arts advocacy organizations at the state and local level, we were able to share these factsheets with a wider network.



ArtsVote State Voter Factsheets were regularly updated with customized links for all 50 states and U.S. Territories. Shown are the factsheets for New York, Florida, and Texas, but all can be downloaded individually at www.ArtsActionFund.org/StateByStateVoterInfo.

In such an unprecedented time, your support helped us go the extra mile in ensuring that the arts community had the most up-to-date voter information, especially in 19 battleground states.



This is an example of one of our Facebook and Instagram paid ads targeting arts enthusiasts in Michigan about their state's voter registration deadlines. We targeted 19 battleground states with these kinds of ads to get the ArtsVote out! www.ArtsActionFund.org/StateAds

But we didn't stop there. We connected with well-known artists to film videos about voter deadlines to engage with an even larger audience. Stars such as **Annette Bening**, **Ben Folds**, **Kenny Leon**, **Brian Stokes Mitchell**, **Julianne Moore**, **Christine Sun Kim**, and **Courtney B. Vance** created videos both on a state and national level to further drive the importance of ArtsVote in this year's election.



*Artists such as **Annette Bening** volunteered their time and passion to this year's ArtsVote campaign by producing customized video messages and participating in virtual events across the country. www.ArtsActionFund.org/ArtistArtsVoteVideos*



Georgia Senate Election Runoffs will take place on January 5, 2021. Our ArtsVote ads are already running. www.ArtsActionFund.org/GeorgiaAds

And now it is time to focus on ArtsVote in the **Georgia Senate Election Runoffs**. These runoffs are vital in securing a pro-arts Senate in this election cycle. **Imagine the incredible arts policies we could pass with a pro-arts House, Senate, and White House!** We're already running new Google, Facebook, and Instagram ads with our state partner **Georgians for the Arts**.



The 2020 Democratic Party Platform is also the Biden-Harris Administration's policy platform and includes a robust arts statement.

www.ArtsActionFund.org/DNCAnnouncesPlatform

The New York Times

took a comprehensive and historic overview of the personal and legislative arts records of Joe Biden and Kamala Harris. This article helped to articulate both their commitment to the arts as well as what a Biden-Harris administration might look like.

www.ArtsActionFund.org/NYTBidenSupportArts

Additionally, **Robert L. Lynch** volunteered during the campaign to serve as Policy Chair of an Arts for Biden Committee. He now has the honor of being appointed by the official **President-Elect Biden Transition Committee to also volunteer on the Arts and Humanities Agency Review Team**. As an experienced arts administrator and the leader of Americans for the Arts and the Arts Action Fund, he will be indispensable in voicing the needs of the arts community to the new administration.

www.BuildBackBetter.com/The-Transition/Agency-Review-Teams/



What can we expect by way of arts policies in the Biden-Harris Administration? We were successful in ensuring that the **2020 Democratic Platform included an arts plank!** Our relentless advocacy efforts were integral in working with the DNC and the Biden Policy Campaign to include a robust arts statement. Here's an excerpt: "The arts are essential to our free and democratic society, to our culture, and to our local economies. Democrats are proud of our support for arts funding and education and will continue policies and programs that promote the creative arts."

Published just four days before the election, both Americans for the Arts President & CEO **Robert L. Lynch** and I contributed to an important *New York Times* article that

I also want to share with you how we invested in pro-arts federal candidates with your contributions to the **Arts Action Fund PAC**. Guided by the grading system in our **Congressional Arts Report Card**, we supported **43 pro-arts candidates in this 2019-2020 election cycle with \$87,300**. We supported federal candidates both in the House and Senate, pro-arts Democrats and Republicans, incumbents and challengers, as well as open seats. **We had an impressive 87% success rate, choosing key arts leaders who will shape the next Congress!** Now we need to rebuild our PAC war chest to stay in contact with these leaders and support the next generation of arts leaders in political office.

Help us continue to grow a pro-art majority in Congress and in the White House by contributing to the Arts Action Fund. We are also raising money to support the Get-Out-The-Vote campaign in the Georgia Senate Election Runoffs taking place on January 5, 2021.

Without your investment in us this work would not have been possible. But now, there is more work to be done. These next few months will be essential in getting a new COVID-19 economic recovery package enacted into law to help support arts organizations and artists.

Here is what you can do right NOW to help:

1. **Contribute to our 2020 Year-End Campaign**
Every dollar directly supports our advocacy efforts and your contribution will automatically extend your membership for another year. Send a gift in the enclosed reply envelope or contribute online at www.ArtsActionFund.org/formassembly/fa_form/94
2. **Sign our petition to congratulate and urge the Biden-Harris Administration to boldly support pro-arts policies at bit.ly/BidenArtsPetition**



Help us keep the momentum going. Your generosity during this holiday season is so very appreciated. Most importantly, please stay safe.

Nina Ozlu Tunceli
Executive Director

P.S. We have a unique opportunity for you! If you are one of the first 10 members to donate a minimum of **\$1,000** to our year-end campaign, we will send you a gift of a **framed, signed and numbered limited-edition ArtsVote print designed by Shepard Fairey and produced by Obey Giant**. These high-quality (18" x 24") prints sold out instantly in two minutes when originally offered on September 22nd, but thanks to a generous challenge gift by **Americans for the Arts Board Chairman Julie Muraco**, we are able to offer 10 prints exclusively for our year-end campaign. Don't delay, please send in your contribution ASAP and receive this amazing gift! Contributions can be made fastest online at www.ArtsActionFund.org/formassembly/fa_form/94



Image is for display purposes. The actual poster will also feature Shepard Fairey's signature on the bottom right corner and the official limited-edition number.