



IDEA SHEET

CREATE FRAMES/PROPS TO DISTRIBUTE AMONG LOCAL THEATERS, ART EXHIBITS, MUSIC VENUES, ANYWHERE THAT SUPPORTS LOCAL ARTS TO ENCOURAGE INTERACTION, ENGAGEMENT AND SOCIAL SHARING

EX: THE "HEART" AS A FRAME PEOPLE CAN POSE IN, HASHTAG ON THE FRAME (#MNARTSGIVEBACK) – ALLOWS FOR PEOPLE TO POST AND SHARE THEIR PERSONAL EXPERIENCES WITH THE ARTS THROUGHOUT THE STATE AND CONNECTS THEM TOGETHER UNDER THE HASHTAG

SET UP AN EXHIBITS AT LOCAL ART SHOWS, CRAFT FAIRS, MUSICAL PERFORMANCE AND OTHER EVENTS IN YOUR COMMUNITY

EXHIBIT COULD INCLUDE SWAG (STICKERS, BUTTONS, ETC. FROM WEBSITE), BROCHURES ON ART ADVOCACY DAY AND INFO ON CONTACTING LEGISLATORS, PHOTO-OPS ENCOURAGING SHARING ON SOCIAL MEDIA (SEE ABOVE), INTERACTIVE ART INSTALLATIONS

INSTALLATIONS COULD BE RE-CREATED AND BUILT UPON AT DIFFERENT EVENTS, ENCOURAGING CITIZENS TO SHARE WHAT THE ARTS "GIVE" THEM – BRANDED WITH SIGNATURE HEART AND HASHTAG TO SHARE ON SOCIAL

CONNECT WITH LOCAL ARTISTS IN YOUR REGION – "INFLUENCERS" IN THE ARTS COMMUNITY -- ENCOURAGING THEM TO SPREAD THE WORD TO THEIR FOLLOWERS BY SHARING SOCIAL POSTS, LINKS TO THE LANDING PAGE AND USING THE CAMPAIGN HASHTAGS WHEN SHARING THEIR ART

PRINT AND DISTRIBUTE ARTS ADVOCACY POSTCARDS TO VARIOUS LOCATIONS IN YOUR COMMUNITY. ENCOURAGE VISITORS TO "FILL IN" AND EITHER SEND TO THEIR LEGISLATOR OR PUT IN A 'DROP BOX' ONSITE. THOSE IN THE DROPBOX CAN BE SHARED BACK WITH MCA TO CREATE A WALL/MURAL OF PERSONALIZED ART FROM MINNESOTANS – CARDS COULD BE DISTRIBUTED AS A 'HAND-OUT' AT LOCATIONS SUCH AS LOCAL THEATERS, ART FESTIVALS, LOCAL COFFEESHOPS WHERE ARTISTS CAN SELL THEIR WORK ETC. THROUGHOUT MN

CREATE BUTTONS, STICKERS AND SWAG ITEMS TO BE DISTRIBUTED (AND/OR SOLD) AT REGIONAL ART EVENTS, SHOWS, FESTIVALS WITH A LINK TO THE SITE TO INFORM ART ENTHUSIASTS OF THIS CAUSE AND ARTS ADVOCACY DAY – ENCOURAGING ACTION AND INVOLVEMENT

TAG MCA IN SOCIAL POSTS AND USE THE HASHTAG #MNARTSGIVEBACK TO INCREASE AWARENESS OF THIS INITIATIVE AMONG YOUR FOLLOWERS. ENCOURAGE SHARING!

