



Americans
for the **Arts**

ARTS &
ECONOMIC PROSPERITY 6

COMMUNICATIONS TOOLKIT

September 2023

REVISED 9.29.23

A decorative border runs along the top and left sides of the page. The top border is a horizontal strip with a blue-to-pink gradient, containing a series of white icons including musical notes, buildings, a dollar sign, a house, a paint palette, a leaf, and a person. The left border is a vertical strip with a light blue-to-orange gradient, containing a series of white icons including a house, a dollar sign, a leaf, a paint palette, a person, and a building.

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WELCOME TO THE AEP6 COMMUNICATIONS TOOLKIT!

Thank you for your support and participation in the **Arts & Economic Prosperity 6 (AEP6)** study. Americans for the Arts is excited to release this **Communications Toolkit** that houses a series of resources and best practices to support your needs. Together, let's work to be more proactive in talking about the good work that arts and culture does in our communities.

This Toolkit is designed to help you share and leverage the findings of your local AEP6 study, an economic and social impact study of the nonprofit arts and culture industry. You'll find customizable assets that can assist your organization with external messaging, community engagement, and driving awareness of a powerful tool that has enabled arts and culture organizations across the U.S. to advocate for critical arts policy and funding.

On the following pages, please find downloadable links to various digital resources and best practices. We encourage you to use these tools to drive awareness on the results of the AEP6 study and the importance of arts and culture in your local communities.

Updates to this toolkit include the National AEP6 Study report, local press materials, AEP6 Awareness campaign tools, and more!

For questions or to collaborate with the AEP6 Project Team, please contact:

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Arts & Economic Prosperity 6:

The Economic and Social Impact Study of Nonprofit Arts & Culture Organizations & Their Audiences

The newly released Arts & Economic Prosperity 6 (AEP6) is an economic and social impact study of the nation's nonprofit arts and culture industry. Building on its 30-year legacy as the largest and most inclusive study of its kind, AEP6 provides detailed findings on 373 regions from across all 50 states and Puerto Rico—ranging in population from 4,000 to 4 million—and representing rural, suburban, and large urban communities.

With its largest cohort ever, AEP6 uses a rigorous methodology to document the economic contributions of the arts and culture industry, demonstrating locally as well as nationally, nonprofit arts and culture are a critical economic driver of vibrant communities. The arts and culture industry supports jobs, generates government tax revenue, strengthens the visitor economy and community vibrancy, and helps to preserve authentic cultural experiences.

For the first time, AEP6 expands beyond the economic and financial data to learn about the nonprofit arts and culture sector's social impact on the overall well-being of communities and the importance of affirming spaces in BIPOC (Black, Indigenous, People of Color) and ALAANA (African, Latine, Asian, Arab, Native American) identifying communities.

By measuring the industry's wide-ranging impact, public and private sector leaders can work together to secure arts and culture funding and arts-friendly policies that shape more vibrant and equitable communities.

Download [National Study Full Report](#)

Download [National Study Brochure](#)

ATTENTION: All AEP6 findings are strictly embargoed and may not be shared until after the October 12 national release. The research partners will receive their customized final report(s) the week of October 2.



NATIONAL FINDINGS

Top AEP6 takeaways

The national and local study findings will be released soon! In the meantime, here are a few takeaways from the upcoming national report. All AEP6 findings are strictly embargoed and may not be shared until after the October 12 national release.

1

Arts & Economic Prosperity 6 (AEP6) is an economic and social impact study of the nation's nonprofit arts and culture industry.

Nationally, the sector generated \$151.7 billion of economic activity in 2022—\$73.3 billion in spending by arts and culture organizations and an additional \$78.4 billion in event-related expenditures by their audiences. That economic activity supported 2.6 million jobs, provided \$101 billion in personal income to residents, and generated \$29.1 billion in tax revenue to local, state, and federal governments.

2

Nonprofit arts and culture organizations are businesses. They employ people locally, purchase supplies and services from nearby businesses, and engage in the marketing and promotion of their cities and regions. Their very act of doing business—creating, presenting, exhibiting, engaging—has a positive economic impact and improves community well-being. Nonprofit arts and culture organizations spent an estimated \$73.3 billion which supports 1.6 million jobs and generates \$18.3 billion in local, state, and federal government revenue.

3

Arts and culture drives commerce to local businesses. When people attend a cultural event, they often make an outing of it—dining at a restaurant, paying for parking or public transportation, enjoying dessert after the show, and returning home to pay for child or pet care. Attendees at nonprofit arts and culture events spend \$38.46 per person per event, beyond the cost of admission—vital income for local merchants and a value-add that few industries can compete with.

NATIONAL FINDINGS

Top AEP6 takeaways

The national and local study findings will be released soon! In the meantime, here are a few takeaways from the upcoming national report. All AEP6 findings are strictly embargoed and may not be shared until after the October 12 national release.

4

Arts and culture strengthens the visitor economy. One-third (30.1%) of attendees travel from outside the county in which the activity takes place; they spend an average of \$60.57, twice that of their local counterparts (\$29.77). Three-quarters (77%) of nonlocal attendees reported that the primary purpose of their visit was to attend that cultural event.

5

A vibrant arts and culture community keeps residents spending locally. When local attendees to nonprofit arts and culture events were asked what they would have done if the event where they were surveyed had not been available, 51% said they would have “traveled to a different community to attend a similar arts or cultural activity.”

6

Spending by attendees to BIPOC and ALAANA events reflect national spending.

Attendees at organizations serving a community of color spend an average of \$38.29 per person per event—virtually identical to the overall national average of \$38.46. Attendees to BIPOC and ALAANA events from outside the county represented 27.8% of the audiences (nationally it was 30.1%). Even the spending by nonlocal attendees to BIPOC and ALAANA organizations was nearly identical to the national average (\$58.98 and \$60.57, respectively).

NATIONAL FINDINGS

Top AEP6 takeaways

The national and local study findings will be released soon! In the meantime, here are a few takeaways from the upcoming national report. All AEP6 findings are strictly embargoed and may not be shared until after the October 12 national release.

7

Pride in community. 89% of attendees agreed that the activity or venue they were attending was “a source of neighborhood pride for the community.” 86% said they would “feel a sense of loss if that activity or venue was no longer available,” and 86% felt it important that future generations also be able to have that cultural experience.

8

Arts and culture builds more livable communities. 86% of Americans say, “arts and culture are important to their community’s quality of life and livability,” and 79% of the American public believe that the arts are “important to their community’s businesses, economy, and local jobs.”

9

Improving personal well-being. 78% of the population say the arts are a “positive experience in a troubled world,” 69% of the population believe the arts “lift me up beyond everyday experiences,” and 71% feel the arts give them “pure pleasure to experience and participate in.”*

NATIONAL FINDINGS

Top AEP6 takeaways

The national and local study findings will be released soon! In the meantime, here are a few takeaways from the upcoming national report. All AEP6 findings are strictly embargoed and may not be shared until after the October 12 national release.

10

Building empathy and understanding. 72% of Americans believe, “The arts provide shared experiences with people of different races, ethnicities, ages, beliefs, and identities (gender, political, national origin),” and 73% agree that the arts “helps me understand other cultures better.”*

11

Post-COVID audiences spent more, traveled less. Nationally, per person event-related spending increased from \$31.47 to \$38.44 in the years between AEP5 and AEP6 (2016 and 2022)—a 22% increase, matching the rate of inflation during that period. The percentage of nonlocal attendees (coming from outside the county in which the event took place) decreased from 34% in AEP5 to 30% in AEP6 (-11.5%).

12

Arts sparks creativity and innovation. “Creativity” is among the top five applied skills sought by business leaders—per the Conference Board’s *Ready to Innovate* report—with 72% saying creativity is of “high importance” when hiring. For the second year in a row, “creativity” tops the list as the #1 soft skill needed in business (LinkedIn).

Study Launch Event Tools



STUDY LAUNCH EVENT TOOLS

October 12th National Launch

Thursday, October 12th

2:00 - 3:30 PM EST

Live Virtual Event

Please join us for the national release AEP6! During this virtual event, we'll debut the latest economic and social impact findings. Not only will you be the first to learn the highly anticipated national impact numbers, but you'll hear from arts partner communities, elected officials, artists, and national strategic partners about how and why this study is vital to the work they do in building stronger communities. The AEP6 Launch event will be hosted by the legendary multi-award-winning actress, singer, dancer, and civil rights activist, Rita Moreno.

[Register Now!](#)

Customize files by
adding your own logo.

HOST YOUR OWN AEP6 LAUNCH WATCH PARTY!

Use the below customizable digital assets to invite your local arts community to support the launch of AEP6.

Download below

[Save the Date Social Graphics](#)

[Zoom Backgrounds](#)

[Digital Invite](#)



AEP6 STUDY STYLE GUIDE



NATIONAL STUDY

AEP6 STYLE GUIDE



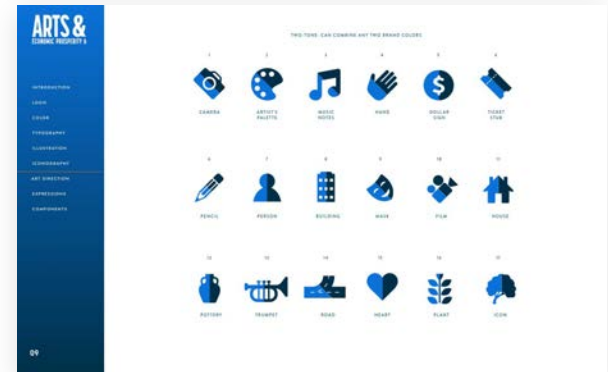
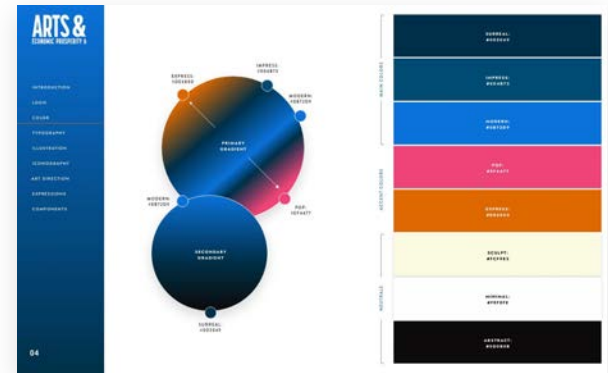
The image shows the cover of the 'ARTS & ECONOMIC PROSPERITY 6' style guide. The cover is a blue rectangle with a white border. The title 'ARTS & ECONOMIC PROSPERITY 6' is written in large, bold, white, sans-serif capital letters. Below the title, '2023 STYLE GUIDE' is written in smaller, pink, sans-serif capital letters. The cover is placed on a dark, textured surface, possibly a book or a folder, which is partially visible. The background is a dark blue gradient.

ARTS &
ECONOMIC PROSPERITY 6

2023 STYLE GUIDE

AEP6 STUDY STYLE GUIDE

AWARENESS CAMPAIGN



[Download AEP6 & AFTA Logos](#)

[Download AEP6 Style Guide](#)

ARTS & ECONOMIC PROSPERITY 6

INTRODUCTION

LOGO

COLOR

TYPOGRAPHY

ILLUSTRATION

ICONOGRAPHY

ART DIRECTION

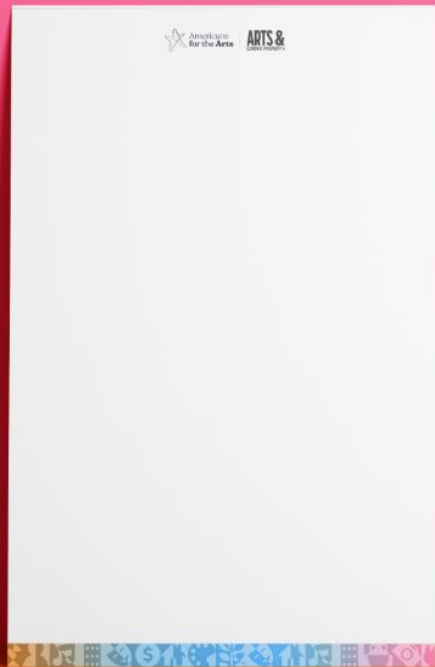
EXPRESSIONS

COMPONENTS

ART DIRECTION: COMBINE USE OF BRAND PALETTE, ICONOGRAPHY AND TYPOGRAPHY

SAMPLE CREATIVE: INFOGRAPHICS





Communications Planning Template



COMMUNICATIONS PLANNING TEMPLATE

Download this template to help your organization build out an AEP6 communications plan. Prompts will help you walk through the following:

- **Communications Objectives:** Informational, Attitudinal, Behavioral
- **Key Considerations:** Critical Issues, Key Audiences, Key Messages
- **Plan of Action:** Strategic Approach, Tactics, Roles & Responsibilities
- **AEP6 Local Launch Timing & Measurement:** Pre-Launch, Launch, Post-Launch, Measuring Success
- **Budget**



[DOWNLOAD THE TEMPLATE](#)

Press & Media Resources





PRESS & MEDIA RESOURCES

PUBLIC RELATIONS KEYWORDS

Here are a few common PR keywords that you should know right away. These will help you navigate the PR world with greater ease and allow you to understand and act.

Press Release: a one to two-page announcement that describes a significant announcement, event, or story prepared and distributed to the press to generate coverage and stories.

Pitch Email: a compelling email sent to a reporter/media outlet to inform them of a newsworthy topic and gauge their interest in writing a story.

Media Alert: similar to a press release, but shorter and simpler. Instead of telling the entire story, a media alert does what its name implies. It alerts the media, but in a more factual manner. It is the basic: Who, What, Where, When and Why.

Media List: a comprehensive list of key members of the media, including name, contact information, media outlet and area of expertise (such as local news, business, community outreach, etc.).

Boilerplate: a short paragraph found at the end of a press release that briefly and concisely describes the company or organization.

Elevator Statement: a short description of a company that explains the concept in a way that any listener can understand it in a short period of time.

PRESS & MEDIA RESOURCES

GETTING THE WORD OUT

The more people who know about the power of arts and culture and your AEP6 findings, the stronger your advocacy efforts are for arts and culture funding and arts-friendly policies.

Below are six critical steps to ensure you are maximizing your message. Other optional tactics including a press conference, editorial board meeting, and op-ed are also detailed in this toolkit.

Step 1: Customize the media materials/press release

Step 2: Research and create a media list

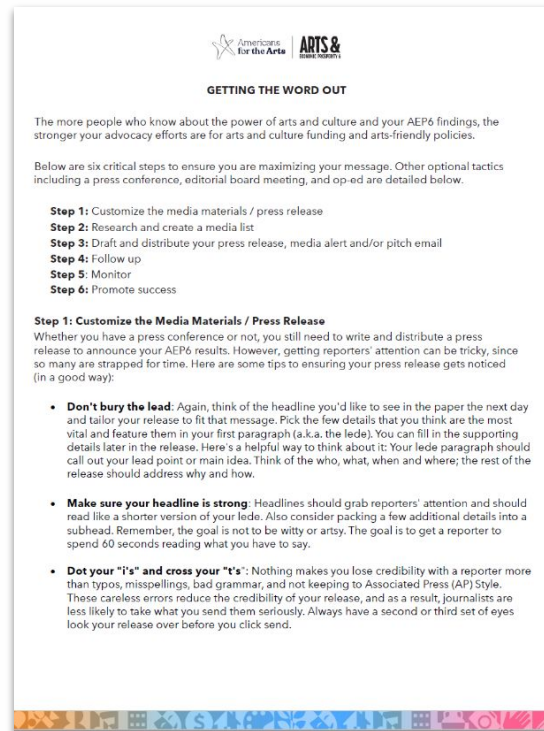
Step 3: Draft and distribute your press release, media alert and/or pitch email

Step 4: Follow up

Step 5: Monitor

Step 6: Promote success

[Download Guide](#)





PRESS & MEDIA RESOURCES

Key Messaging

All AEP6 findings are strictly embargoed and may not be shared until after the October 12 national release.

The Arts & Economic Prosperity 6 (AEP6) is the sixth national study of the economic impact of the arts and culture industry. Use the AEP6 Key Messaging document to help build your local messaging of the study results.

Arts & Culture Builds **Jobs and the Economy.**

Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism.

Arts & Culture Builds **Empathy and Understanding.**

Arts and culture fosters empathy, tolerance and inclusion by enabling people to see the world from the diverse perspectives of their community.

Arts & Culture Builds **More Livable Communities.**

Arts and culture beautifies cities and towns, brings joy to residents, as well as celebrates and preserves diverse cultural expressions and traditions—improving emotional health and well-being.

Arts & Culture Builds **Social Connections.**

Arts and culture creates opportunities for shared experiences that strengthen social bonds, sense of belonging, as well as community pride and identity.

Arts & Culture Builds **Creativity and Innovation.**

Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.

[Download Key Messaging Document](#)

PRESS & MEDIA RESOURCES

PRESS SHELLS

To help make the case for arts and culture to your local media, download these editable press release templates and tailor it to your needs. Simply fill in the highlighted placeholders, delete any highlights that remain, and distribute to media outlets in your area (local print, broadcast, and online media outlets).

Download:

[Local Press Template \(embargoed until 10/12\)](#)
[Media Alert Template \(embargoed until 10/12\)](#)
[Quotes from National Partners](#)

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News and Information

For Immediate Release

Press Contact:

Date:

[PARTNER] Drives Local Survey Collection in National 'Arts & Economic Prosperity 6' Study

New Data Collection Efforts to Support Most Comprehensive Study of Economic Impact of Nonprofit Arts and Culture Industry

[CITY, STATE] — [PARTNER] is pleased to announce new efforts to crive public awareness and participation in *Arts & Economic Prosperity 6* (AEP6), the most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States. Administered by Americans for the Arts approximately every five years, AEP6 will examine the economic impact of the arts and culture in [LOCALE] and 398 additional communities representing all 50 states, Puerto Rico, and the District of Columbia.

Audience-intercept surveys are currently being collected from attendees at arts events in [LOCALE] through April 2023. The simple, anonymous surveys take about three minutes to complete and ask about expenses related to the arts event being attended (meals, parking, babysitting). New for AEP6, the traditional paper version of the survey has been translated into 23 languages, and is also available electronically via customized QR codes (in English and Spanish). **To date, [xxx] surveys have been collected locally with a goal to collect [xxx] by April 2023.** An additional survey of nonprofit arts and culture organizations will occur from January through April 2023.

Americans for the Arts is committed to addressing equity and inclusion as a critical component of the methodology, organizational participation, and collection of data for AEP6 by centering and representing BIPOC (Black, Indigenous, People of Color) and ALAANA (African, Latinx, Asian, Arab, Native American) identifying communities—a segment of the nonprofit arts and culture sector that has been underrepresented in past studies.

For the first time, AEP6 will require that the local and state research partners collect a portion of audience surveys from attendees at events hosted by arts and culture organizations that primarily serve BIPOC/ALAANA communities. The AEP6 study will establish a benchmark of arts and culture organizations that primarily serve these communities, and the audiences that attend their events. It will also identify organizations that have a chief executive who identifies as BIPOC/ALAANA. Researchers will use this data to calculate and report on the economic impact of the BIPOC/ALAANA arts sector in each of the 399 study regions.

Findings for [LOCALE] as well as nationally will be made public in October 2023, to lead off National Arts & Humanities Month. [PARTNER] will receive a customized report on the unique economic impact results for [LOCALE] including the number of jobs that are supported and the amount of government revenue that is generated by our community's nonprofit arts industry. An additional analysis will be done on the economic impact of each community's BIPOC/ALAANA arts organizations as well as the event-related spending by their audiences, documenting for the first time both their economic and social impact benefits to the community.

PRESS & MEDIA RESOURCES

FREQUENTLY ASKED QUESTIONS

Have a few questions about AEP6? Check out our FAQs.

[Download FAQs](#)

If you have additional questions or want to collaborate with the AEP6 Project Team, please contact:

Dr. Genna Styles-Lyas

Director of AEP6 Community Engagement and Equity

glyas@artsusa.org

Ben Davidson

Senior Director of Research Services

bdavidson@artsusa.org



PRESS & MEDIA RESOURCES

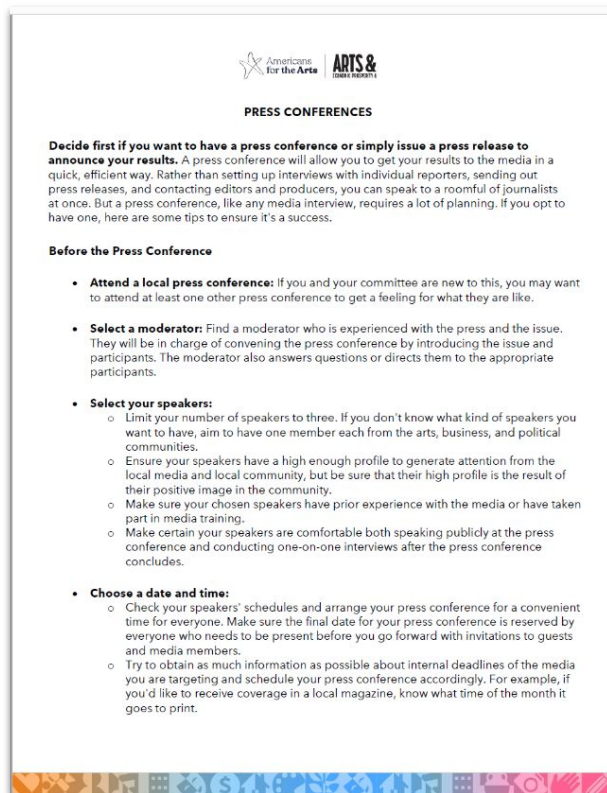
MEDIA TOOLS

Now that you have the results of your AEP6 study and you've examined the messages and angles they provide, it's time to spread the word about the economic and social value that arts and culture bring to your community. By strategically working with the media, you can ensure that the public knows that arts and culture is a vital part of your community.

Below are additional tools and resources to help you gain media attention for your AEP6 results.

Download Resources:

- [Best practices for a media interview](#)
- [Press Conferences](#)
- [Media Training Resources](#)
- [Editorial Boards](#)



Awareness Campaign



“Share the Insights”

AWARENESS CAMPAIGN

Across the nation, arts and culture has proven to be a force of its own. Beyond its contribution to the human experience, arts and culture is an economic driver of vibrant and livable communities. The findings from AEP6 reinforce the need to invest in arts and culture as a critical industry that supports jobs, generates government revenue, strengthens the visitor economy, and helps preserve authentic cultural experiences.

This campaign is designed to create awareness around AEP6 findings, utilizing the data to support change at both the national and local level—including at each of the 373 regions across all 50 states and Puerto Rico.

Campaign Overview

Values-driven campaign messaging focuses on how arts and culture enhances everyday life—from preserving cultural experiences to building jobs and the economy.

Messaging identifies arts and culture's most important contributions to the community and the need to share those insights with our audiences.

Vibrant graphics, motivational messaging, and an engaging call-to-action invite audiences to utilize the research.

The campaign look and feel is powerful yet welcoming, and easily translates to other platforms such as digital newsletters, posters, social media, etc.





"SHARE THE INSIGHTS"

2023 AWARENESS CAMPAIGN

[Download Campaign
Asset Presentation](#)

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Campaign Assets

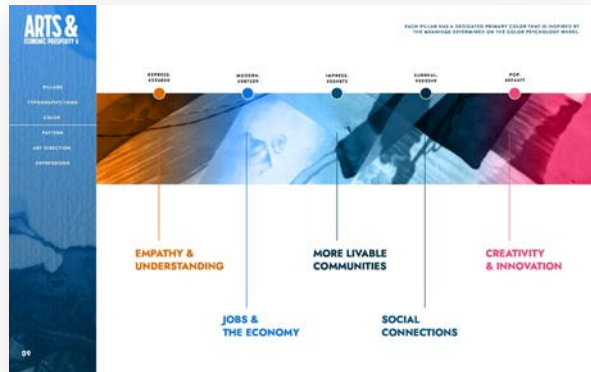
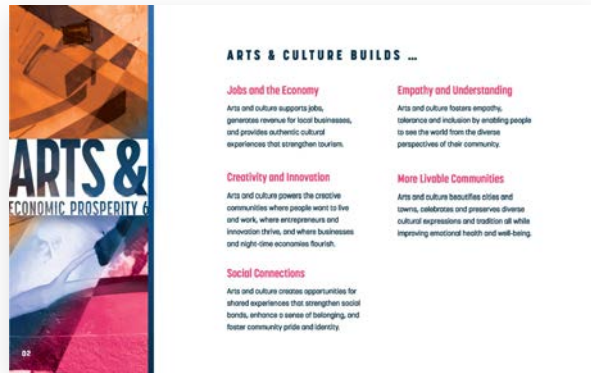
AWARENESS CAMPAIGN

STYLE GUIDE



CAMPAIGN STYLE GUIDE

AWARENESS CAMPAIGN



[Download Campaign Style Guide](#)





INSTAGRAM

Here is a collection of Instagram sample copy and graphics for your team to use to promote your AEP6 study findings. Post these concepts and the other examples from your business IG account to help tell your community about AEP6 results.

Suggested Captions:

Have you read the Arts & Economic Prosperity 6 study yet? Did you know that in 2022, arts and culture generated \$151.7 billion in economic activity? Check it out today! [AEP6.AmericansForTheArts.org](https://aep6.americansforthearts.org) (LINK)

Hashtags: #AEP6 #ArtsMatter
#ArtsandCultureBuilds
#SharetheInsights

The arts and culture industry supports 2.6 million jobs and generated \$151.7 billion in economic activity last year. Learn more about the economic and social impact of arts and culture in our study.

[AEP6.AmericansForTheArts.org](https://aep6.americansforthearts.org) (LINK)

Hashtags: #AEP6 #ArtsMatter
#ArtsandCultureBuilds
#SharetheInsights

Need more social post ideas? Source from the key message document. Another Tip: from your business Instagram account, add a Link Sticker and link to [AEP6.AmericansForTheArts.org](https://aep6.americansforthearts.org)

[Download Key Messages](#)

All AEP6 findings are strictly embargoed and may not be shared until after the October 12 national release.



[Download Instagram Graphics](#)

FACEBOOK & LINKEDIN

Here is a collection of Facebook & LinkedIn sample copy and graphics for your team to use to promote your AEP6 study findings. Please utilize them on your communication channels to help tell your community about AEP6 results.

Suggested Caption:

Across the nation, arts and culture has proven to be a force of its own. Beyond its contribution to the human experience, arts and culture is an economic driver of vibrant communities. The findings from AEP6 reinforce the need to invest in arts and culture as a critical industry that supports jobs, generates government revenue, strengthens the visitor economy, and helps preserve authentic cultural experiences. AEP6.AmericansForTheArts.org

Hashtags: #AEP6 #ArtsMatter #ArtsandCultureBuilds #SharetheInsights



[Download Facebook/LinkedIn Graphics](#)

All AEP6 findings are strictly embargoed and may not be shared until after the October 12 national release.

TWITTER

Here is a collection of Twitter sample copy and graphics for your team to use to promote your AEP6 study findings. Please utilize them on your communication channels to help tell your community about AEP6 results.

Suggested Caption:

Across the nation, arts and culture has proven to be a force of its own. Beyond its contribution to the human experience, arts and culture is an economic driver of vibrant communities. The findings from AEP6 reinforce the need to invest in arts and culture as a critical industry that supports jobs, generates government revenue, strengthens the visitor economy, and helps preserve authentic cultural experiences. AEP6.AmericansForTheArts.org

Hashtags: *#AEP6 #ArtsMatter #ArtsandCultureBuilds #SharetheInsights*



Download [Twitter Graphics](#)

All AEP6 findings are strictly embargoed and may not be shared until after the October 12 national release.

ALT-TEXT

Here is example alternative text for each social graphic. Alternative text is a short written description of an image, which makes sense of that image when it can't be viewed for some reason. This text also helps screen-reading tools describe images to visually impaired readers.



Alt Text:

Illustrated graphic that says Arts and Culture Builds Jobs & the Economy with colorful background patterns, and Arts and Economic Prosperity 6 study logo with American For The Arts logo. Text reads: Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism.



Alt Text:

Illustrated graphic that says Arts and Culture Builds Social Connections with colorful background patterns, and Arts and Economic Prosperity 6 study logo with American For The Arts logo. Text reads: Arts and culture creates opportunities for shared experiences that strengthen social bonds, sense of belonging, as well as community pride and identity.



Alt Text:

Illustrated graphic that says Arts and Culture Builds Creativity & Innovation with colorful background patterns, and Arts and Economic Prosperity 6 study logo with American For The Arts logo. Text reads: Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.



Alt Text:

Illustrated graphic that says Arts and Culture Builds More Livable Communities with colorful background patterns, and Arts and Economic Prosperity 6 study logo with American For The Arts logo. Text reads: Arts and culture beautifies cities and towns, brings joy to residents, as well as celebrates and preserves diverse cultural expressions and traditions—improving emotional health and well-being.



Alt Text:

Illustrated graphic that says Arts and Culture Builds Empathy & Understanding with colorful background patterns, and Arts and Economic Prosperity 6 study logo with American For The Arts logo. Text reads: Arts and culture fosters empathy, tolerance and inclusion by enabling people to see the world from the diverse perspectives of their community.

CAMPAIGN ASSETS: SOCIAL MEDIA

SOCIAL MEDIA BEST PRACTICES

A social media strategy helps an organization determine their target audience, the social networks to join and the type of content to develop and share. Questions to think about initially include, what is the average age of your user? Are they using Facebook or TikTok? What are your resources for creating social posts?

Download [Best Practices](#)



Social Media Strategy Best Practices

Develop a Social Media Plan

What is it? A social media plan helps an organization determine their target audience, the social networks to join and the type of content to develop and share. Questions to think about initially include, what is the average age of your user? Are they using Facebook or TikTok? What are your resources for creating social posts?

Step 1: Establish Goals & KPIs

Goals are things like organization awareness, driving traffic, community engagement, sales, etc. KPIs are things like comments, likes, shares, follows, engagement rate, etc.

Step 2: Choose the Right Platform

To effectively use social media a organization does not need to use all of the platforms. Choose the platforms that best work for your audience and needs and do them well.

- **Facebook:** 3 billion users, shows the most information about your business, offers advanced posting, can customize the messaging portion, great for information sharing (i.e., breweries being closed for private events). Age breakdown: 13-17: 4.9%, 18-24: 22.6%, 25-34: 29.6%, 35-44: 19%, 45-54: 11.3%, 55-64: 7.1%, 65+: 5.6%
- **Instagram:** 2.35 billion users, inspiration and aspirational content, leaning hard into Instagram Reels, offers advanced posting, big for user-generated content, Stories offer click-thru opportunity. Age breakdown: 13-17: 8.5%, 18-24: 30.1%, 25-34: 31.5%, 35-44: 16.1%, 45-54: 8%, 55-64: 3.6%, 65+: 2.1%
- **TikTok:** 1.67 billion users, vertical videos can be up to 10 minutes, fast-paced and humorous, trends are very important, offers advanced posting, user engagement is a big part of the platform. Age breakdown: 10-19 - 32.5%, 20-29 - 29.5%, 30-39 - 16.4%, 40-49 - 13.9%, 50+ - 7.1%.
- **LinkedIn:** 900 million users, job/career oriented, text and photos dominate the platform, emotional storytelling does best. Age breakdown: 18-24: 21.7%, 25-34: 60%, 35-54: 15.4%, 55+ : 2.9%
- **Pinterest:** 463 million users, photo heavy but starting to lean into video, inspirational, big in the wedding industry, click-thru opportunity is huge, offers advanced posting. Age breakdown: 18-29: 32%, 30-49: 34%, 50-64: 38%, 65+: 18%

CAMPAIGN ASSETS

EMAIL TEMPLATE

Download sample email copy and best practices for your team to adapt and promote your local AEP6 results. Please use this template to distribute through your network to engage your community on the impact of arts and culture locally.

Download [Template](#)

Download [Email Best Practices](#)

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SUBJECT LINE: **[LOCALE'S] NEWLY RELEASED ARTS & ECONOMIC PROSPERITY RESULTS**

Nonprofit arts and culture have a powerful ability to attract and hold dollars within the community. So how do we measure its impact?

The newly released **Arts & Economic Prosperity 6 (AEP6)** is an economic and social impact study of the nation's nonprofit arts and culture industry conducted by Americans for the Arts. The study shows us that when we invest in arts and culture, we strengthen our economy and build more livable communities.

What continues to set AEP6 apart from other national studies is exactly why it is so useful. It is local. [LOCALE] has a custom economic analysis of its arts and culture sector—and the results are impressive!

- In 2022, our local nonprofit arts and culture industry generated **\$(FIGURE)** in economic activity, supporting **(FIGURE)** jobs and generating **\$(FIGURE)** in local and state government revenues.
- **[LOCALE's]** arts and culture audiences also delivered **\$(FIGURE)** in event-related spending, an economic benefit few other industries can compete with.
- For the first time, AEP6 also reveals social impact results for **[LOCALE]**, including measurements of arts and culture's effect on the well-being of communities and residents.

[INCLUDE CALL TO ACTION FOR RECIPIENT] We would love an opportunity to present our findings at your next Board meeting. When is a good time to connect and discuss potential partnership opportunities?

Thank you for your support the arts and culture community!

Sincerely,

(Executive Director)

Learn more about the AEP6 study and how you can get involved today: [Organization URL here](#)

EMAIL HEADERS

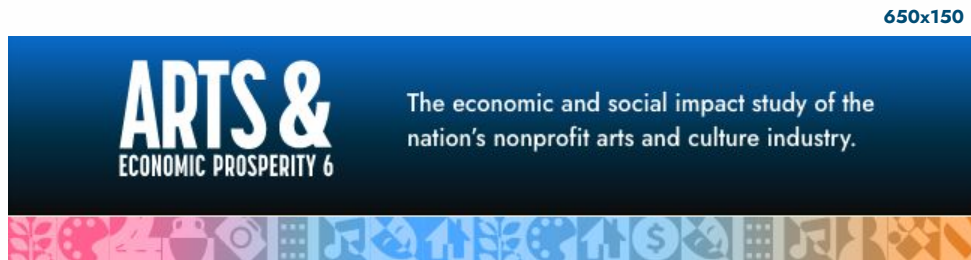


Download [Email Graphics](#)

Download sample email graphics for your team to customize and adapt to promote your local AEP6 results.



650x90



650x150

CAMPAIGN ASSETS

WEBSITE BANNERS

Here are sample web graphics for your team to adapt to promote the release of AEP6 on your organizational website.

728x90



300x250



320x50



300x50



Download [Website Graphics](#)

160x600



300x600



All AEP6 findings are strictly embargoed and may not be shared until after the October 12 national release.

CAMPAIGN ASSETS

WEBSITE BANNERS

Here are sample web graphics for your team to adapt to promote the release of AEP6 on your organizational website.

728x90



300x250



300x50



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Download [Website Graphics](#)

(LOCALIZE)

160x600

300x600





CAMPAIGN ASSETS

ZOOM BACKGROUND

Download sample zoom backgrounds to use during local stakeholder meetings, AEP6 presentations or to simply promote the study during general meetings.

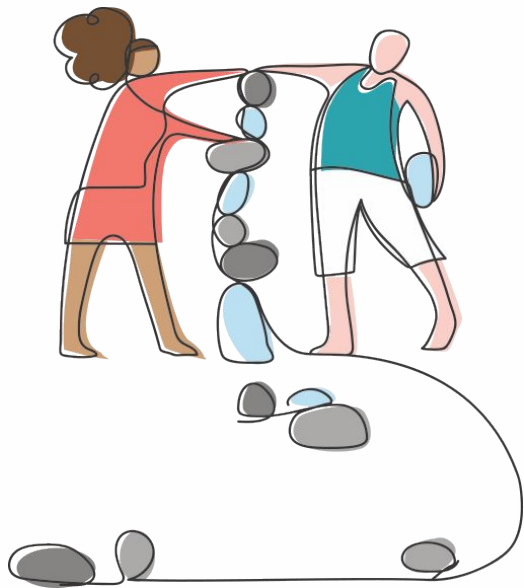


Download [Zoom Templates](#)

COMMUNITY & STAKEHOLDER ENGAGEMENT



COMMUNITY ENGAGEMENT



Americans for the Arts is committed to addressing equity and inclusion as a critical component of the methodology, organizational participation, and collection of data for AEP6 by centering and representing BIPOC (Black, Indigenous, People of Color) and ALAANA (African, Latine, Asian, Arab, Native American) identifying communities—a segment of the nonprofit arts and culture sector that has been underrepresented in past studies.

The following resources will help support you and your organization through intentional and actionable steps to build powerful community advocates, have engaging conversations, and create sustainable relationships that will last beyond AEP6.



COMMUNITY & STAKEHOLDER ENGAGEMENT

COMMUNICATIONS

To effectively disseminate the results of AEP6 to your local community, we highly recommend that you make a plan to connect with key stakeholders of your community.

Local Committees

Form a steering committee composed of key members of your team, board of directors, and local arts and culture community. Also consider prominent business leaders and local politicians who can champion the wide-ranging local impact of arts and culture. Finally, be deliberate to invite stakeholders that bring diverse perspectives and lived experience. This committee will work together to refine the messages/angles you will use to promote the study findings in your community.

Once you have formed your committee, you can evaluate the most effective tactics for your communications plan.

[Stakeholder Engagement Communications](#)

Tell your arts story again and again . Make a plan to do one of these per month!

- **Chamber of Commerce Arts Breakfast**
- **Rotary Club Lunch**
- **Editorial Board meeting**
- **City/County Council work session**
- **Arts funders lunch**
- **Email your Members of Congress**



COMMUNITY ENGAGEMENT

ENGAGING WITH YOUR COMMUNITY

In its simplest form, community engagement is the practice of working collaboratively with groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people.

This guide includes activation points that support responsible communication, a service driven mindset, and clear expectations that begins to build trust and thoughtful relationships.

Download [Engaging with your Community](#)



COMMUNITY ENGAGEMENT

MAKING CONNECTIONS

Meaningful connections are important and must be real and based on trust. This document provides guidance to help you make introductions, navigate conversations, and advise you on how to thoughtfully engage with BIPOC and ALAANA organizations to help support the AEP6 study and beyond.

We understand that this kind of work is not as simple as a Google search and we appreciate the intentionality you will take in your research as you engage with different communities. Our hope is that you use this resource to discover how to best set a roadmap to making new connections and long-term partnerships.

Download [Making Connections](#)



COMMUNITY ENGAGEMENT

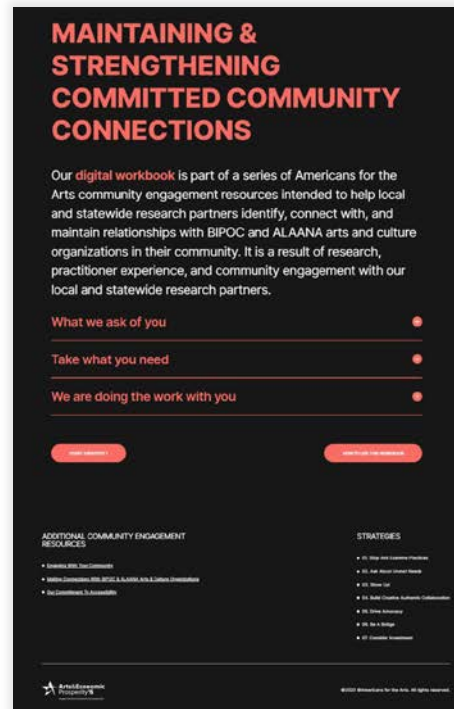
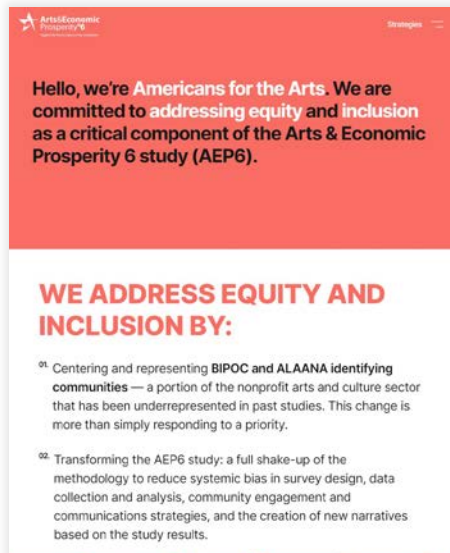
MAINTAINING & STRENGTHENING COMMITTED COMMUNITY CONNECTIONS

Launched in July 2023, our [digital workbook](#) is part of a series of Americans for the Arts community engagement resources intended to help local and statewide research partners identify, connect with, and maintain relationships with BIPOC and ALAANA arts and culture organizations in their community.

It is a result of research, practitioner experience, and community engagement with our local and statewide research partners.

This guide prompts AEP6 partners to be curious, acknowledge challenges, and push through those challenges thoughtfully.

Go To [Website](#)



COMMUNITY ENGAGEMENT

Need More Help?

To learn more about these community engagement resources, and to discuss how the AEP6 study can be most effective in your unique community, schedule a call with Dr. Genna Styles-Lyas, Director of AEP6 Community Engagement and Equity.

Schedule a Call with [Dr. Genna Styles-Lyas](#)



HOSTING A LOCAL EVENT



HOSTING A LOCAL EVENT

TOOLS & RESOURCES

Hosting a local event to share your local AEP6 study findings can be one of the most effective ways to engage and rally your community around the economic and social impacts of arts and culture. Access the below resources to begin planning your event.

Download [Daylong Conference Agenda](#)

Download ["Save the Date" Copy Template](#)

Download [Pitching media to cover your local event](#)

Download [Itinerary to host Americans for the Arts speaker in your local community](#)

Building your invite list tips:

- 1 Identify the audience(s) that you want to attend your event.
- 2 Source your AEP6 organizational list.
- 3 Leverage your local AEP6 steering committee to submit lists.
- 4 Reach out beyond your usual suspects.
- 5 Prepare personalized invitations for your top invitees.
- 6 If your event is open to the broader arts and culture community, remember to promote across other communication channels.

Post Event: Send thank you notes immediately following the event.

HOSTING A LOCAL EVENT | SAVE THE DATE (NATIONAL)

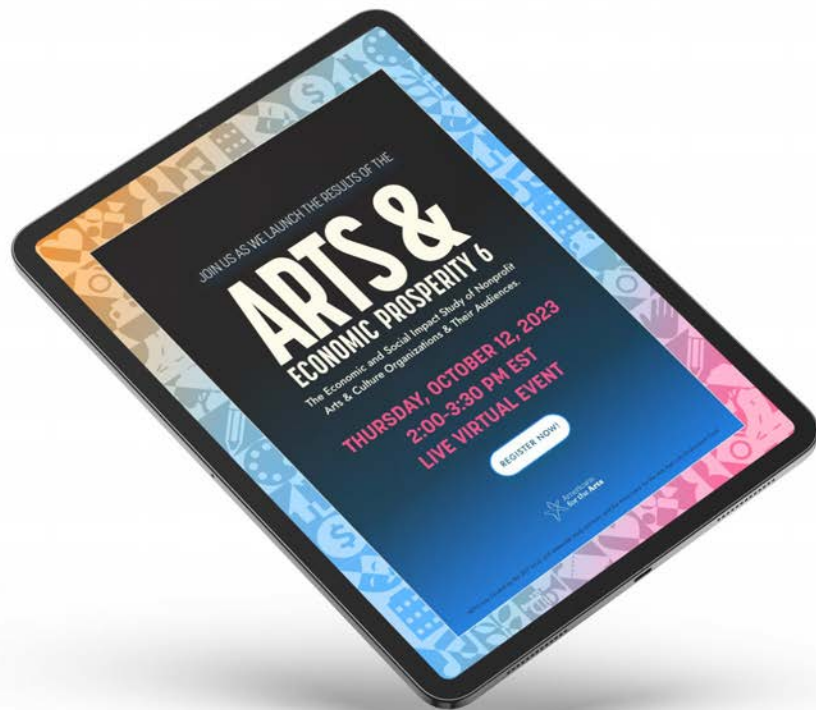


PRINT



[Download Assets](#)

(LOCALIZE)



DIGITAL



PRINT

ADVOCACY TOOLS & RESOURCES



ADVOCACY TOOLS & RESOURCES

GETTING STARTED

The study results from AEP6 can be one of your most valuable tools in building support for arts and culture from your elected officials. Elected officials want to ensure their cities, states, and regions have strong economies.

AEP6 will help paint a better picture of the critical role nonprofit arts and culture play in creating and sustaining vibrant communities. If you already have a relationship with one or more of your elected officials, you are ahead of the game. If you don't, make it a point to get to know them.

Find out who represents you by simply entering your zip code here:

<https://www.votervoice.net/ARTSUSA/address>





ADVOCACY TOOLS & RESOURCES

MEETING WITH ELECTED OFFICIALS

Here are some tips on meeting with your elected officials:

- Plan to meet with your elected officials as soon as possible.
- You can meet with your elected officials individually or in a group.
- Make sure they understand and are comfortable with all the information and research from AEP6. It's important that they can confidently present the data to others.
- Leave them a short, one-page summary of your AEP6 results. Consider giving them multiple copies so they can readily present the information to their constituents.
- Provide them with sample responses they can use with their constituents who don't support the arts or believe government funds for the arts are a frivolous waste of taxpayer dollars.
- Tell them how you plan to use your AEP6 results.
- While meeting with the elected official is optimal, meeting with their staff is also important.
- Build a relationship. Don't let your first meeting be your last.

If it's difficult to schedule a meeting with an elected official, try to determine whether they're really busy or just trying to avoid meeting with you. If the latter, ask one of your board members to request a meeting and attend with you.

PROCLAMATIONS & ADVOCACY DAYS

Proclamations

Ask legislators that have indicated their support for the arts to sponsor a proclamation recognizing the economic and social impact of the arts in their community (these are sometimes called "whereas documents"). Time this resolution to be presented as soon as possible after you've announced your findings. Someone in your city government may write resolutions using a standard format or you may be asked to draft the resolution yourself. We have provided you with a template proclamation you can use below.

[Proclamation Template](#)

Arts and Culture Advocacy Day

Consider designating a specific day to focus on the arts and your elected officials: an Arts and Culture Advocacy Day, during which as many arts supporters as possible visit with their elected officials to discuss the importance of arts and culture. Ask nonprofit arts and culture organizations to visit at least two elected officials on that day. Make sure that all elected officials get several visits.



ADVOCACY TOOLS & RESOURCES

ADDITIONAL ACTIVATION IDEAS...

LEVERAGE A LARGE ARTS

EVENT: If there is an arts festival, museum exhibit opening, a play, or concert happening in your community, be sure to invite your legislator so she/he can see how important the arts are to the people they represent. This experience plus their newfound knowledge of the economic and social impact of the arts in the community would serve as a valuable connection.

ACKNOWLEDGE ELECTED

OFFICIALS: Recognize your elected officials at every possible opportunity when they use your AEP6 data or support arts and culture in general. Everyone likes to be thanked. Furthermore, they need votes and recognition of their good work to receive them.

REMEMBER: You're not only a constituent and a voter to your elected official, but also a valuable resource. As a leader in your arts and culture community, you can speak on behalf of a large group of voters. The arts and culture community (board, staff, patrons, volunteers, arts educators, etc.) represent a large constituency. Voter research suggests that people with passion are more likely to vote in local elections. And arts supporters vote in high percentages.

TOOLS & RESOURCES

ADVOCACY SOCIAL ENGAGEMENT

Here is a collection of sample copy and graphics for your team to use to target elected officials to promote your AEP6 study results.

Download [Graphics and Copy](#)

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\$151.7
BILLION IN ECONOMIC
ACTIVITY IN 2022



Leverage social media carousel posts to share your local data.



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TOOLS & RESOURCES



TOOLS & RESOURCES

CONNECT WITH AEP6 PARTNERS ON SLACK!

Connect with your peers on the AEP6 Slack channel! While participation is optional, engage with other AEP6 staff and partners on useful information, strategies, best practices and more.

Join Us!

To join Slack, contact Dr. Genna Styles-Lyas at glyas@artsusa.org

Also check out our [Slack Community Guidelines](#)

The screenshot displays the Slack interface for the 'Art & Economic Prosperity 6' workspace. The left sidebar shows a list of channels including '# announcements' (selected), '# bipoc_targets', '# general_aep6_chat', '# tips_for_admin_support', and two survey channels. Below the channels are direct messages with Slackbot and several team members. The main content area shows a message from 'Genna' at 1:43 PM, which includes a YouTube video titled 'Partners from Sioux City share the benefits of the collaborative p... engaging with other organizations'. The video thumbnail features a globe and the text 'CHANGE THE CONVERSATION.' Below this, another message from 'Genna' at 1:50 PM is visible, mentioning 'Planning planning planning!!' and another video clip. The top of the interface includes a search bar and navigation icons.

NEED MORE RESOURCES?

There's always resources on Box.net.

[All Resources for AEP6 Partners](#)



CONTACT US

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