

August

- Complete NAFME's [Grassroots Advocacy Inventory](#)
- Complete NAFME's [Local Advocacy Action Plan](#)

September

- Prepare and Share [Marketing Materials](#) (bulletin boards, social media posts, back to school night brochures, websites, etc.)
- Start building relationships! For example:
 - Welcome your colleagues back to school with a performance by your ensemble.
 - Talk to parents at back to school nights about how they can help their children succeed in your class and how they can support music in your school district
 - Have your booster organization give administrators complimentary music department gear
- Apply to participate in the [MIOSM concerts at the Capitol](#).

October (National Principals Month)

- Thank your administrators for supporting music in your school district.
- Invite your District Advocacy Representation to your PMEA District Professional Development Day
- Hold an "[Informance](#)". Invite a crosssection of stakeholders into your classroom to observe a rehearsal (dept chairs, admin, community officials, school board members, parents, etc). Provide a packet for each to help them understand what it is they are actually witnessing, and hold a 15 minute debriefing afterward to clarify and answer questions.

November

- Publicize the names of the students who qualify for PMEA festivals and thank their parents for supporting them ([festival participation press release](#) and [proactive advocacy scripts](#)).

December

- Formally invite your administrators and school board members to your Winter Concert. Recognize them from the stage and thank them for their support and/or invite them to conduct ([proactive advocacy scripts](#))!
- Incorporate [quotes, statistics, and research](#) into your winter concert presentations! Whether this is in the form of a program insert, slideshow presentation, posters, etc.

January (School Board Directors Recognition Month)

- January is School Board Directors Recognition Month. Honor your school board members with a brief [informative performance](#) before a January board meeting. Send them [thank you notes](#) for serving their communities and/or for supporting music education in their Schools.
- Apply for NAMM's [Best Communities for Music Education](#)

February

- Webinar on how to talk to your state legislator (in preparation for MIOSM Advocacy Day at the Capitol)
- Plan a [special project to highlight MIOSM](#) or a MIOSM Concert/Event in your school district. [Formally invite your administrators and school board members to speak about the importance of music in the schools.](#)

March (Music in Our Schools Month)

- Participate in PMEA's annual Advocacy Day
- Ask students and/or parents to write the school board, superintendent, and other decision makers with brief stories of inspiration, academic success, or motivation, etc.
- Publicize the names of the students who qualify for PMEA States and thank their parents for supporting them ([festival participation press release](#) and [proactive advocacy scripts](#)).

April

- Share a Music Department "State of the Union" with your building/district administrators (emphasize the data- current enrollment, anticipated enrollment, retention statistics, future needs, program successes, etc.)
- Send your music department's newsletter to your state legislators and/or local school board members. Include facts about how music study benefits children and opportunities to see the program in action.

May (Teacher Appreciation Month)

- Have your music department perform a mini-concert for the teachers in your building before a faculty meeting.
- Send the teachers thank you notes for supporting the arts in your school (especially if you have pull-out lessons!)
- Invite your building faculty and staff, administrators, school board members to your Spring Concerts.
- Use the [pre-concert slideshow](#) to recognize your students and help build audience capacity for advocacy

June

- Collect perspective data from [students](#) and [student families](#) - share with your administrators
- Foster relationships between current music department students and those not yet involved (i.e. [recruitment letters](#))

July

- Explore [funding options](#) for the upcoming school year to increase access and equity in your program (bookmark application dates)!
- Attend the PMEA Summer Conference to learn and share advocacy techniques with colleagues

Any Time of Year Activities:

- Schedule “faculty and friends” (music teachers who live in the district, parents and other interested community members who are musicians) recitals.
- Broadcast school performances on radio and/or local access television.
- Partner with a neighboring school district to hold concerts, workshops with guest artists, and/or professional development opportunities. Events of this type help to build strong relationships between districts and might provide a means of support if an area music program needs assistance.
- Work with music booster organizations to ensure that such organizations are supporting all music programs in a school district at all levels.
- Create a network of “interested individuals” within a school district who would be willing to take on advocacy roles. Such “interested individuals” could be music teachers living in a district, graduates of a school district’s music program, parents of current and former music department members, local business leaders, local civic leaders.
- Schedule “vertical” concerts within a school district so that families can see the growth of musicians and programs.
- Invite local legislators to events that involve performances by music students (i.e. football games, concerts, musicals, etc).
- Have school music groups perform at local parks and/or retirement communities
- Have school music groups perform in a side by side concert with an adult community musical group
- Have regular meetings with your music department staff to discuss the issues in your district. Take the results of those meetings and share them with administrators from time to time.
- Have conversations and partnerships with music related businesses. They are in a unique position to help you advocate and help your program in many other ways. (As a side note, this could be a good issue for further exploration and discussion.)
- Maintain contact with music program alumni. Ask them to share the importance of their participation in the school music program. Share their current career successes with the community so that everyone can see that the benefits of participating in music can be lifelong.
- Hold a fest event for students in grades five through eight. Have fest conductors speak to the audience about the importance of supporting quality music programs.

How else is PMEAs helping its members with advocacy efforts?

- By sending out reminders of what they can do to be effective advocates
- By contacting them with updates on important issues in music education through the use of email, the web site, and existing social media (facebook and twitter)
- By organizing performances at the Capitol for Music In Our Schools Month
- By participating in the EPLC network and sharing pertinent information
- By being available to meet with members to help them plan their efforts
- By providing relevant state level information about how policy is made and decided as well as providing information when things happen at the state level as they relate to music education

- By building the capacity of individual music educators and music education programs to proactively advocate