

Sample Key Message

One easy way to get everyone saying the same thing is to develop your Key Messages. Limit the number of these to three or four and support them with a few bullets that illustrate or enhance the message. Use simple language and brief phrases that can prompt more personal stories or examples. Put them on handy cards people can tuck into their pockets, planners, or purses. Distribute them to your volunteer spokesmen (board members, supporters) and staff. Message cards enable everyone to make the same points and that increases the power and effectiveness of your message.

**Texas Commission on the Arts
Key Messages**

- 1. Art is everywhere.**
 - Art encourages thought and reason, imagination and creativity. Art inspires. Art communicates. Art opens eyes, opens hearts and opens doors.
 - Art and culture permeate our lives through individual and collective expression and experiences.
 - Imagine what your life or your community would be like without art.
- 2. TCA directly impacts local economies and culture.**
 - State funding for the arts educates children, attracts tourists, stimulates business and generates local and regional partnerships - all of which benefit the entire community.
 - TCA funding stimulates economic growth by generating tourism revenue, creating jobs and through expenditures of arts organizations toward the creation, promotion and showcasing of their craft.
 - The arts are the primary way in which communities preserve and celebrate their culture and heritage.
- 3. TCA helps local arts organizations succeed.**
 - TCA supports the arts community of Texas by providing matching funds, tools and technologies, and a committed staff of experienced arts professionals to improve local arts organizations.
 - With reduced state funding, TCA must leverage private dollars to support the arts throughout Texas.
- 4. TCA unites the arts community of Texas.**
 - TCA supports the visual, performing, folk, literary and multimedia arts that significantly contribute to the state’s educational, economic and cultural future.
 - In order to support the arts in Texas, TCA needs the support of each of our constituents, the state legislature and private contributors.

Date

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Pocket-sized
card:

4.25” wide by
7” long

Use card stock
Laminate or not