

Advocacy and YA Week!

YA Week is an opportunity to invite parents, educators, administrators, and community leaders to help celebrate the work of Young Audiences Arts for Learning and arts in education in our communities.

- YA Week is also a great opportunity for YA's Congressional stakeholders to see the great work being carried out in their districts.
- Last year, YA Week created a lot of buzz, as Lobbyit facilitated a House Resolution (co-sponsored by Congressional Arts Co-Chair Louise Slaughter), Sen. Brown (OH) conducted a floor speech and Sen. Schumer delivered a YA Week proclamation to YA's national headquarters!
- We hope to build on this support and expand YA's footprint throughout Congress

How can you help?

- We encourage each Affiliate to contribute to this national effort by hosting local events, artist presentations, residencies, and open classrooms, etc.
- Further, we encourage Affiliates to reach out to local officials and your Members of Congress to attend
- Lobbyit will provide appropriate contacts, invitation templates, and anything else you may need as you reach out to your respective Representatives
- Lobbyit will dovetail its efforts with yours in order to raise awareness of your local special event and increase the chances that invitees will attend

Why is this important?

- We encourage your participation because it helps Lobbyit target additional stakeholders as YA's advocacy grows
- YA's Congressional impact spans 180+ Districts, and your efforts help Lobbyit ensure that each appropriate office is targeted
- As you build relationships with your Representatives, their offices will have a greater investment in YA's mission and as the impact grows, so will awareness of YA on Capitol Hill

Your participation is key!

- The effort cannot be done single handedly, and individual Affiliate contributions will go a long way toward launching another successful YA Week
- Following YA Week, your Affiliate's work will continue to be emphasized and utilized as YA's advocacy efforts expand; YA Week is a great opportunity to begin your outreach
- Lobbyit's work on YA's behalf is an extension of your Affiliate's work and collaborations within your community; your participation ensures that we all benefit from YA's federal advocacy campaign
- If you have any questions, YA staff and Lobbyit are here to assist throughout the process!



Who we are:

- Lobbyit.com was founded in 2009 with the mission to provide affordable and effective lobbying to the masses
- Lobbyit's business has grown to over 30 clients in the past two years
- Lobbyit and Young Audiences will be celebrating its one-year anniversary next month and we look forward to our continued partnership

Our work with YA:

- Within 6 months of working with YA, we arranged over 20 meetings with stakeholders in both chambers of Congress
- Lobbyit quickly established relationships with those offices most connected to YA's mission such as the co-chairs of the Congressional Arts Caucus and STEAM Caucus
 - Member-level visits with Congresswoman Slaughter and Congresswoman Bonamici
- All of these meetings raised the YA's profile within Congress and built up support in advance of YA Week
 - Lobbyit helped introduce a House Resolution commemorating Young Audiences Week and received 5 co-sponsors; introduced by Rep. Slaughter
- In June, YA hosted STEAM's second event which included over 60 attendees from various Congressional offices

District outreach

- Advocacy and lobbying is a "two-way street"
- Assigning an LPoC staffer to facilitate communication between DC and District
- Contacting District offices with news updates, invitations, and success stories
- Letting us know the work in your affiliate, so that we can share the story with caucuses, committees, and Member offices

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