

# SAMPLE KEY MESSAGES

One easy way to get everyone saying the same thing is to develop your Key Messages. Limit the number of key messages to three or four with a few supporting bullets that illustrate or enhance the message. Use simple language and brief phrases that can prompt more personal stories or examples. Put them on small 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 which increases the power and effectiveness of your message.

## Key Messages

### 1. **Art and culture are everywhere.**

- Art and culture encourage thought and reason, imagination and creativity. They inspire. They communicate. Arts and culture open eyes, open hearts and open 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 and culture.

### 2. **DCA directly impacts local economies and culture.**

- State funding for arts and culture educates children, attracts tourists, stimulates business and generates local and regional partnerships - all of which benefit the entire community.
- DCA funding stimulates economic growth by generating tourism revenue, creating jobs, and through the expenditures of arts organizations toward the creation, promotion and showcasing of their work.
- Arts and culture are the primary way in which communities preserve and celebrate their culture and heritage.

### 3. **DCA helps local arts organizations succeed.**

- DCA supports the arts and culture community of Florida by providing matching funds, tools and technologies, and a committed staff of experienced arts professionals to improve local arts organizations.
- DCA grants require matching local funds thus leveraging private dollars to support arts and culture throughout Florida.

### 4. **DCA unites the arts and cultural community of Florida.**

- DCA 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 Florida, DCA needs the support of each of our constituents, the state legislature and private contributors.