



PLACE ACT CALL & EMAIL SCRIPTS

Call Script

Tips:

- *When you call, you should ask to speak with the Rep / Senator. You will probably be directed to a staff member - that is great! Staff are great allies in the office.*
- *Be kind - we don't need to demand anything, we are just calling to share our support.*
- *This is a quick call, maybe 3-5 minutes tops.*
- *Your voice MATTERS - legislators' offices log all calls and voicemails received on a bill and use that when they are considering what legislation to support. The more calls = the more support.*

A Suggested Script for Your Call

Advocate: Hello Representative or Senator [name], my name is [add your name] and I am a constituent from [add town or district]. How are you today?

Wait for response

Advocate: That's great to hear, I am good as well. I am giving you a call today because I'm part of MASSCreative, a statewide arts and culture advocacy group and we are endorsing H.3246 and S.2190, An Act establishing a program for local art and community engagement, known as the PLACE Act. I wanted to call and ask for your support to advance this bill so we can strengthen the creative economy. Are you familiar with the bill at all?

Wait for a response. No matter what, make sure you get an answer, yes, no, maybe, etc

(if the answer is yes, they're familiar)

Advocate: That's great, can we count on you to support the bill and sign on as a co-sponsor?

(if the answer is no, they are not familiar with the bill):

Advocate: No, worries at all. I'm sure you have hundreds of bills cross your desk. BUT.... the PLACE Act would allocate a percentage of construction costs on any Commonwealth-owned property, or public funding granted to new construction projects exceeding \$200K, towards a public art fund. The fund would be used to create and maintain public art in Massachusetts and would codify the process for commissioning public art, making it easier for cities and towns to engage their residents in developing relevant and inclusive public art for all.

As a constituent, I am excited to see legislation filed that would ensure we are investing in more public art. I hope you can join Rep. Keefe, Rep. Ultrino, Sen. Kennedy and Senator Mark in advancing this bill by co-sponsoring the House and Senate versions.

Pause to give them time to respond

(If they say, Yes they will support it.)

Advocate: "Thank you for your support and I am so happy to have had the opportunity to connect with you and appreciate all of the work you are doing on behalf of our community.

(If they say No.)

Advocate: "no worries at all, thank you for taking the time to talk to me today, I hope you have a good rest of your day".

(If they say No and If you feel comfortable, you can also feel free to ask them)

Advocate: "is there part of the bill that concerns you?"

Pause and wait for response

Advocate: " thank you for taking the time to talk to me today, I hope you have a good rest of your day.

If you get transferred to voicemail, you should absolutely leave a message. Every legislator's office tracks the calls they receive.

Hello Representative or Senator [name], my name is [add name] and I hope this message finds you well. I am a constituent from [town or district].

I am giving you a call today to share my support for H.3246 / S.2190, the PLACE Act. I wanted to call and ask for your support by co-sponsoring this bill so we can strengthen the creative economy. The PLACE Act would increase investments in public art by designating a percentage of construction costs on any Commonwealth-owned property, or public funding granted to new construction projects exceeding \$200K, towards a public art fund. The fund would be used to create and maintain public art in Massachusetts and would codify the process for commissioning public art, making it easier for cities and towns to engage their residents in developing relevant and inclusive public art for all. I would love to connect about this bill and what it would mean to our community to have you listed as a co-sponsor.

Please give me a call back at (-----) or send me an email at (----)

Email Script

Dear (Title, Last Name),

I hope this finds you well. My name is [add name] and I am a constituent from [add town or district]. I am giving you a call today because I'm part of MASSCreative, a statewide arts and culture advocacy group, and we are endorsing H.3246 / S.2190, An Act establishing a program for local art and community engagement, known as the PLACE Act. I am asking you to co-sponsor this bill so we can continue to strengthen the creative sector.

The PLACE Act would dedicate a percentage of construction costs on any Commonwealth-owned property, or public funding granted to new construction projects exceeding \$200K, towards a public art fund. The fund would be used to create and maintain public art in Massachusetts and would codify the process for commissioning public art, making it easier for cities and towns to engage their residents in developing relevant and inclusive public art for all.

As a constituent, I am excited to see legislation filed that would ensure we are investing in more public art. I hope you can join Rep. Keefe, Rep. Ultrino, Sen. Kennedy and Senator Mark in advancing this bill by co-sponsoring the House and Senate versions.

Thank you so much for taking the time to read my email and I look forward to hearing from you soon!!

(sign off)