

FY26 NEA/NEH APPROPRIATIONS TOOLKIT

| JUNE 2025

INVESTING IN ARTS & HUMANITIES IS INVESTING IN UTAH'S FUTURE!

Make Congress hear what YOU already know!



Welcome to the Appropriations Toolkit!



As federal arts and humanities funding faces serious threats in the FY 2026 budget, local voices have never been more critical. The National Endowment for the Arts (NEA) and National Endowment for the Humanities (NEH) support vibrant, community-rooted programming in every congressional district, fueling economic development, expanding access to arts education, supporting veterans, and preserving our shared cultural heritage.

This toolkit is designed to equip advocates, local leaders, and organizations with everything needed to mobilize support for robust federal funding—specifically, the call for at least \$209 million each for the NEA and NEH. Whether you’re hosting a community event, meeting with your Representative, or engaging your neighbors online, the resources here will help amplify your voice and build momentum for action.

TOOLKIT CONTENTS

Email Template (Editable)

A customizable e-blast for outreach to your networks, supporters, or community lists—encouraging them to sign onto the advocacy letter and share their support for the arts and humanities. Perfect for rapid mobilization ahead of district meetings or the June 23rd markup deadline.

Press Release Guidance + Sample Write-Up

A ready-to-adapt press release and key talking points to help local organizations announce advocacy actions, media events, or sign-on letter deliveries to their communities and local press.

Draft Op-Ed, Letters to the Editor, and Talking Points

Pre-written templates and messaging frameworks to support op-eds or letters that highlight the local impact of federal arts funding. Including data, storytelling prompts, and guidance for maximizing press placement and public resonance, particularly in districts where funding has been rescinded or America 250 programming is at risk.

Social Media Graphics

A suite of shareable graphics aligned with the *Protect the NEA* campaign, ready for use on your channels.

This campaign is rooted in shared values: economic opportunity, cultural vitality, educational equity, and honoring the creative spirit that defines our communities. By acting and using these tools, you’re joining a national effort to defend and expand access to the arts and humanities—at a time when it matters most.

Email Template EDITABLE



Purpose:

This customizable e-blast is designed to help advocates mobilize their networks, supporters, or community lists to act quickly. It encourages recipients to sign the national advocacy letter and urge their Representatives to support at least \$209 million each for NEA and NEH in FY 2026.

How to Use:

- Personalize the placeholders with your organization name, Representative's name, and local examples.
- Include the action link to the sign-on letter or campaign hub.
- Send via your organization's newsletter platform or email list.
- Share widely during the advocacy window leading up to the June 23rd markup deadline.

Sample Subject Lines:

- "Take Action to Protect Arts Funding in [STATE/CITY]"
- "Urgent: Add Your Name to Save the NEA & NEH"

Key Messaging Includes:

- The local impact of NEA/NEH funding
- Specific budget threats
- Clear call-to-action with deadline
- Personal tone + share request

[**DOWNLOAD TEMPLATE**](#)

Press Release Guidance + Write-Up



Purpose:

To help local organizations elevate their advocacy efforts through media coverage—particularly around events, meetings with Representatives, or the delivery of the sign-on letter.

How to Use:

- Adapt the press release template with local data and quotes
- Submit to local newspapers, TV/radio outlets, and blogs
- Use as a media advisory or full press release
- Highlight NEA/NEH local impact, risk of cuts, and community response

Key Sections:

- Campaign context and urgency
- Local impact example
- Quote from community leader or org director
- Event dates, webinar, or delivery info
- How readers can take action

[DOWNLOAD TEMPLATE](#)

Op-Ed, Letters to the Editor & Talking Points

Purpose:

This section offers pre-written templates, talking points, and guidance to help local leaders, organizations, or artists share personal or policy-driven commentary through local media.

How to Use:

- Personalize with local data, anecdotes, and names
- Use op-ed format (500–600 words) or letter to the editor format (150–200 words)
- Include author title and contact info
- Coordinate publication around key advocacy events

Materials Include:

- Sample op-ed: *"Federal Arts Funding: A Smart Investment in [CITY]"*
- Press talking points from AEP6 and Americans Speak Out
- Tips for submitting and getting published

[DOWNLOAD TEMPLATE](#)

Facebook & LinkedIn

Here is a collection of Facebook & LinkedIn sample copy and graphics for your organization to share and amplify the call to action. Please share these assets across your own social media channels to show support and raise awareness in your community.

Suggested Caption:

ACTION NEEDED: Help Protect the Arts in Your Community

Federal funding for the arts is under threat—and that means cancelled grants, shuttered programs, and lost opportunities in communities like yours.

We must act now to protect the National Endowment for the Arts and the National Endowment for the Humanities.

Here's how you can take action today:

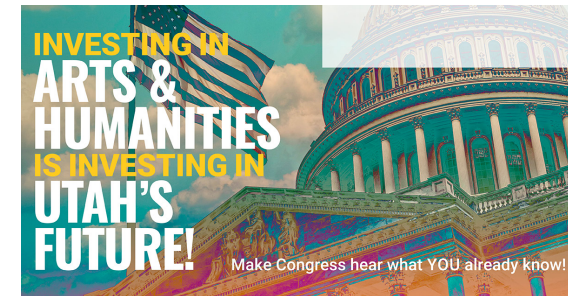
- Sign the support letter to Congress
- Contact your Representative—especially if they sit on the House
- Appropriations Subcommittee
- Share your local arts story

Let's ensure our creative future remains strong, local, and accessible to all.
#ProtectTheNEA #ArtsAdvocacy #FundTheArts #SupportTheHumanities



[DOWNLOAD GRAPHIC – 1200x628](#)

[DOWNLOAD GRAPHIC – 1080x1080](#)



ALT Text:

Graphic with bold text reading “Investing in Arts & Humanities is Investing in Utah’s Future!” in white- and yellow-colored letters on a background featuring a colorful illustration of the façade of the Capitol building in Washington, DC, and a flagpole flying an American flag.

Instagram

Here is a collection of Instagram sample copy and graphics for your organization to share and amplify the call to action. Please share these assets across your own social media channels to show support and raise awareness in your community.

Suggested Caption:

URGENT: Protect the Arts in Your Community

Federal cuts to arts & humanities funding threaten everything from youth programs to veteran support, from small theaters to public murals.

NEA & NEH grants are being rescinded

Programs are at risk across the country—including YOURS

Here's how to take action:

- Sign the letter to Congress
- Call your Rep. if they sit on the Appropriations Subcommittee
- Share your story with us

Let's make sure arts and culture stay strong in every corner of America.

#ProtectTheNEA #SupportTheHumanities #ArtsAdvocacy

#CreativeCommunities #FundTheArts

[DOWNLOAD GRAPHIC – 1080x1920](#)

[DOWNLOAD GRAPHIC – 1080x1080](#)



ALT Text:

Graphic with bold text reading “Investing in Arts & Humanities is Investing in Utah’s Future!” in white- and yellow-colored letters on a background featuring a colorful illustration of the façade of the Capitol building in Washington, DC, and a flagpole flying an American flag.

X (Twitter)

Here is a collection of sample copy and graphics for your organization to share and amplify the call to action. Please share these assets across your own social media channels to show support and raise awareness in your community.

Suggested Caption:

Federal arts & humanities funding is under attack.

The NEA & NEH power small orgs, local jobs, & cultural preservation—but face massive cuts.

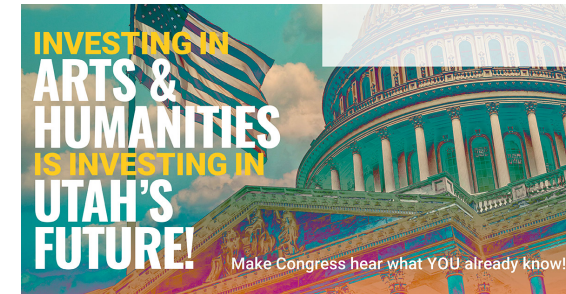
Take action now:

- Sign the support letter
- Contact your Rep



[DOWNLOAD GRAPHIC – 1200x628](#)

[DOWNLOAD GRAPHIC – 1080x1080](#)



ALT Text:

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