AGENDA

5:30pm – 6pm: Arrival & Dinner

6:00pm – 6:20pm: Welcome & Introductions

6:20pm – 7:10pm: Group Presentation

7:10pm – 7:45pm: Small Groups

7:45pm – 8:00pm: Next Steps
TRAINING GOALS

By the end of training today, I should be able to...

1. Understand what ArtsFund does.

2. Understand your role as an Associate.

3. Understand how to approach and engage your prospects.

4. Proceed on your roadmap to success.
What ArtsFund Does
WELCOME TO ARTSFUND

Mission: ArtsFund strengthens the community by supporting the arts through leadership, advocacy and grantmaking.

Vision: A community with a dynamic and world-class arts and cultural sector where the arts are accessible to all and valued as a central and critical component to a healthy society.

Grantmaking: $76.5 Million in grants over 47 years

“ArtsFund helps keep this the kind of place you want to live, to raise your family, to build your business. It’s the kind of place you your employees want to come and stay”

- Dow Constantine, King County Executive
2016 ARTSFUND BENEFICIARIES

<table>
<thead>
<tr>
<th>KING COUNTY</th>
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</thead>
<tbody>
<tr>
<td>5th Avenue Theatre</td>
</tr>
<tr>
<td>ACT Theatre</td>
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<td>Auburn Symphony Orchestra</td>
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<td>Book-It Repertory Theatre</td>
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<td>Burke Museum of Natural History and Culture</td>
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<td>Early Music Guild of Seattle</td>
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<td>Earshot Jazz Society of Seattle</td>
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<td>Henry Art Gallery</td>
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<td>Jack Straw Productions</td>
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<td>Jet City Improv</td>
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<td>Nordic Heritage Museum</td>
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<td>Northwest African American Museum</td>
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<td>Pacific Northwest Ballet</td>
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<td>Richard Hugo House</td>
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<td>Seattle Art Museum</td>
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<td>Seattle Arts &amp; Lectures</td>
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<td>Seattle Chamber Music Society</td>
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<td>Seattle Children's Theatre</td>
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<td>Seattle Men's Chorus/Seattle Women's Chorus</td>
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<td>Seattle Opera</td>
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<td>Seattle Pro Musica</td>
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<td>Seattle Public Theater</td>
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<td>Seattle Repertory Jazz Orchestra</td>
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<td>Seattle Repertory Theatre</td>
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<td>Seattle Symphony</td>
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<td>Museum of Glass</td>
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<td>Northwest Sinfonietta</td>
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<td>Tacoma Art Museum</td>
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<td>Tacoma Musical Playhouse</td>
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<td>Tacoma Symphony Orchestra</td>
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BOARD LEADERSHIP TRAINING:
A five-session training program taught by nonprofit experts from this region, covering legal and financial responsibilities of boards, strategic planning, best governance practices, and fundraising.

• Running continuously since 1999
• Twice yearly: fall and spring
• 50+ participants each year
The ArtsFund Economic Impact Study is an analysis of the aggregate expenditures of cultural organizations and their patrons in the local and state economies.

Over 300 organizations and more than 3,500 patrons surveyed over six months.

Key findings:
- $2.4 billion in aggregate sales impacts
- $105 million in taxes generated
- $996 million in labor income
- 13.4 million patron visits
- $694 million in patron spending
- 35,376 jobs supported

For the full findings, visit www.artsfund.org/eis
CONVENINGS:
A platform for sharing resources, practices and perspectives with the cultural sector to expand its collective capacity to serve our community.

2016 Convenings:
• Turning Data Into Action
• Data Driven Donor Cultivation
• Maximizing Online Donor Relationships
• What’s Behind the Curtain?: Audience and Donor Research Symposium
ADVOCACY

Building for the Arts program
• Created in 1991 by ArtsFund and The Boeing Company
• Since its inception, has awarded nearly $90 million to more than 200 projects across the state
• Seeking $12 million for 16 projects in current budget cycle

Policy & Advocacy Committee – formed late last year to guide ArtsFund’s advocacy efforts

Cultural Access Washington
• ArtsFund played a key role in passing legislation allowing formation of cultural access programs; likely will be on August 2017 King County ballot

Arts & Heritage Day (2/8/17)
• ArtsFund attends this advocacy day in Olympia, meeting with local legislators to advocate support of the arts

ArtsFund grantee BFA projects

- Pacific Northwest Ballet Francia Russell Center
- Tacoma Art Museum
- Seattle Asian Art Museum
- Town Hall
- Richard Hugo House
- Seattle Opera
CULTURAL RESOURCE COLLECTIVE

The Cultural Resource Collective is a private and secure patron database utilized by over 30 Puget Sound region cultural organizations.

Key benefits to members:
- Facilitated list trades with other CRC member organizations through a few quick clicks
- Application of demographic and geographic filters for targeted mailings
- Easy to run reports to learn more about who an organizations’ patrons are
- National Change of Address Hygiene runs
- Cost savings

Mission

The Cultural Resource Collective enables Puget Sound arts and cultural organizations to better understand the Northwest patron and build a culture of collaboration in order to grow audiences, maximize fundraising opportunities, increase tourism and strengthen advocacy.
CULTURAL PARTNERS NETWORK:
A network of ArtsFund-affiliated arts and cultural organizations of the Central Puget Sound region.

- Launched in 2016
- 100+ orgs of all different sizes
- Offers a variety of professional development and capacity building resources
TALK & TURN:
What’s relevant to you as an ArtsFund Associate?

Questions?
Your Role as an Associate
GIVING WEEK(S)

Each ArtsFund Associates Pop-Up will kickoff a week of giving!

All donations of $100 or more raised by ArtsFund Associates during the giving week will be generously matched by ArtsFund Associates Program Sponsor, Delta Airlines, up to $5k, helping to fuel ArtsFund’s grantmaking opportunities.

GIVING WEEK(S)

Pop-Up #1: Seattle Symphony
Schubert Untuxed
Friday, January 27, 2017 – Friday, February 3, 2017

Pop-Up #2: Frye Art Museum
Tuesday, February 28, 2017 – Tuesday, March 7, 2017

Pop-Up #3: 5th Avenue Theatre
The Secret Garden
Tuesday, April 25, 2017 – Tuesday, May 2, 2017
GETTING INVOLVED

• Know what’s happening: Follow ArtsFund on Facebook, Twitter and Instagram
  – Shout outs & dollars raised

• Join the conversation – sample posts:
  – ArtFund supports more than 100 local arts organization across the Puget Sound Region. #MyArtsFund
  – Dedicated to strengthening the community thru support for the arts! #ArtsFundSeattle

• Useful Hashtags for sharing the love:
  – #ArtsFundAssociates
  – #MyArtsFund
  – #ArtsFundSeattle

• Email blasts – templates will be distributed for you to forward along to your network!
Turn and Talk

- Name

- Employer

- 1st or 2nd year Associate?

- Why did you become an ArtsFund Associate?

- What is your connection to art?

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ASSOCIATES ROLE

The ArtsFund Associates Program is a volunteer corps of business professionals committed to supporting the arts and strengthening the community through fundraising.
How to Engage Your Prospects
WHY DONATE?

INDIVIDUAL GIVING
- A contribution to ArtsFund is the best (and easiest!) way donors can impact the overall arts ecosystem
- Ticket prices cover less than 50% of the cost for arts organizations
- The dollars donors provide help cover the significant shortfall in general operating support

CORPORATE GIVING
We are fortunate to have hundreds of companies contribute to ArtsFund’s annual campaign, many who have been donors since our inception - 45 years ago!
- Microsoft
- The Boeing Company
- Bank of America
- POP
- Sellen Construction
- Starbucks
- US Bank
- Wells Fargo

WORKPLACE GIVING: Wondering how to get involved? Contact the ArtsFund Grant & Workplace Giving Manager, Shin Yu Pai at shinyu@artsfund.org
WAYS TO GIVE | DONOR BENEFITS

Ways to give
  Online // Mail // Phone

Donor Benefits (see packet for details)

Individual
  • ArtsFund Benefactor Circle: <$1,000
  • ArtsFund Members: <$250

Corporate
Road Map to Success
ROAD MAP TO SUCCESS

Prospects

– Keep notes
– Submit new prospects online through the form
– Fill out the report at the end of Campaign 2017

Fundraise, but also...

– Visit new arts organizations
– Make a personal donation or increase your donation
– Create a goal for Campaign 2017

Veteran Advice?
Q&A

ArtsFund?

Arts in Seattle?

Associates?

Associate Arts Events?
2017 ArtsFund Associate Teams

- Give Me Baby One More Dime
- Another One Funds the Trust
- Make America Donate Again
- Leonardo DiCASHio
- I’m with Art
- Donate Me Ask You Again
- Show me the Monet!
- Make the Arts Funded Again
And the winner is...
Give Me Baby One More Dime
Another One Funds the rust
Make America Donate Again
Leonardo DiCASHio
I’m with Art
Donate Me Ask You Again
Show me the Monet!
(Carrie & Christina)
Make the Arts Funded Again
Upcoming...

Pop-Up #1: Seattle Symphony
Schubert Untuxed
Friday, January 27, 2017

Pop-Up #2: Frye Art Museum
Tuesday, February 28, 2017

All Teams Meeting @ Seattle Opera
Wednesday, March 22, 2017

Pop-Up #3: 5th Avenue Theatre
The Secret Garden
Tuesday, April 25, 2017

Celebration of the Arts Luncheon
Thursday, May 4, 2017

Campaign 2017 Wraps
Wednesday, May 31, 2017