

Prospect Name					
Date/Time					
Contact Method					
Outcome					
Notes					

16
17

ARTSFUND ASSOCIATES
TRAINING

TRAINING OBJECTIVES

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

1. Understand what ArtsFund does.

What is ArtsFund’s mission and how does it serve the community?

2. Understand my role as an Associate.

What do I do? How do I fit into the ArtsFund picture?

3. Understand how to approach and engage my prospects.

How do I turn a prospect into a donor?

4. Proceed on my roadmap to success.

What are the next steps?

ROAD MAP TO SUCCESS

Now that you’ve received your prospects, and events will soon take place, think of who you’d like to engage and when.

Be intentional.

As we go throughout the campaign, certainly submit any new prospects you may have through the online form. This will allow us to be aware that you solicited a gift from this person or business when we receive the donation.

Please keep detailed notes on your prospects regarding any changed contact information, their attendance at arts events, if they made a pledge when and how are they planning to pay it off, if they are unable to donate this year, would they like us to reach out to them next year? The more info you can provide us, the better!

Here are some ways to make the most of your time with us:

- Strive to visit arts organizations that you’ve never been to before! We are fortunate in the Puget Sound to have a wide variety of art at our finger tips.
 - Know someone interested in joining us next year as Associate? Encourage them to apply!
 - Increase your personal donation! It helps when asking others for contributions. Feel empowered when doing your “ask!”
 - Set some individual goals for yourself:
 - Do something outside of your comfort zone
 - Be consistent with prospect follow up
 - Share the ArtsFund Mission with your friends
 - Aim for perfect 100% attendance at your team meetings
 - Connect with Associates outside of your team
 - Visit 5 new arts organizations
- Your 2017 Goal: _____

At the end of the campaign, we ask that you fill out a prospect report (to be provided closer to May 31st) that will keep us up to date on how you left things off on your individual and business prospects. This will help us if you are to return to the program, and in reassigning the business prospects to future Associates!

FAQS

Does ArtsFund accept pledges, and allow the donor to pay later?

Yes! ArtsFund can book a pledge based on a pledge form or e-mail and the donor can pay it any time in calendar 2017, preferably by May 31st, the end of the campaign. Some donors send their checks as late as September or October.

What areas do ArtsFund's general operating grants serve?

We serve King and Pierce Counties; Donors can designate all or part of their gifts to either or both.

How much money does ArtsFund give away?

Last year we allocated over \$2.45 million in grants from all sources.

Does ArtsFund accept in-kind gifts?

Yes! ArtsFund is very good at making the most of in-kind donations. If one of your prospects is interested in making an in-kind gift, please ask a staff member to find out if it's something we can use before accepting the gift.

When does ArtsFund's campaign end?

Campaign 2017 ends on May 31, 2017.

How does ArtsFund determine which arts groups get grants and how much each gets?

ArtsFund's thorough grant-making process involves professional grant makers from our largest corporate donors (The Boeing Company, Microsoft Corporation, Safeco Insurance, etc.) and several private philanthropists. Separate committees review comprehensive applications and conduct interviews in King and Pierce Counties. Arts groups typically send three representatives to be interviewed, usually the Board President, the Managing or Artistic Director, the CFO, Board Treasurer or Development Director.

Can I donate to a specific Arts Group?

If you love only one arts group, we recommend you give to it directly. But then consider one additional gift to ArtsFund to support all the other arts groups to which you do not give but upon which the group you love depends as part of our thriving "arts ecosystem."

Is there a minimum gift a company/individual can give?

There is no minimum gift. We encourage gifts of any size!

WELCOME TO ARTSFUND

ArtsFund strengthens the community
by supporting the arts through leadership,
advocacy and grant making.

For over four decades, ArtsFund has strengthened the community through our widely respected allocations process. ArtsFund has distributed more than **\$76.5 million in grants throughout King and Pierce Counties**. Thanks to the gifts from companies and individuals, in 2016 ArtsFund awarded grants totaling more than **\$2.4 million**.

ArtsFund is the only non-profit whose primary mission is to fund the arts sector as a whole in the Puget Sound region. We've had a major sustaining impact on the cultural institutions of this region while helping to foster growth of new and emerging ones.

We are a top corporate funder for many of our region's major arts organizations. ArtsFund also grants to younger organizations such as On the Boards, Richard Hugo House, Seattle Repertory Jazz Orchestra and Whim W'Him.

In addition to our grantmaking, ArtsFund supports the sector in 3 key ways:

1. We invest in emerging leaders through programs like the ArtsFund Associates and Board Leadership Training.
2. We provide collective resources not otherwise accessible to individual arts organizations such as the ArtsFund Convenings, community databases, and regional arts crowdfunding platform.
3. We advocate for the value of the arts sector in our community through legislative initiatives such as CAWA (Cultural Access Washington), BFA (Building For the Arts) and the Economic Impact Study.

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.

2016 ARTSFUND BENEFICIARIES

| KING COUNTY

5th Avenue Theatre
ACT Theatre
Artist Trust
Auburn Symphony
Orchestra
Bellevue Arts Museum
Book-It Repertory Theatre
Burke Museum of Natural
History and Culture
Central District Forum
for Arts & Ideas
Early Music Guild of Seattle
Earshot Jazz Society of
Seattle
EMP Museum
Frye Art Museum
Henry Art Gallery
Intiman Theatre
Jack Straw Productions
Jet City Improv
Nordic Heritage Museum
Northwest African
American Museum
Northwest Film Forum
On the Boards
Pacific Northwest Ballet
Richard Hugo House
Seattle Art Museum
Seattle Arts & Lectures

Seattle Chamber Music
Society
Seattle Children's Theatre
Seattle Men's Chorus/
Seattle Women's Chorus
Seattle Opera
Seattle Pro Musica
Seattle Public Theater
Seattle Repertory Jazz
Orchestra
Seattle Repertory Theatre
Seattle Shakespeare
Company
Seattle Symphony
Seattle Theatre Group
SIFF
Spectrum Dance Theater
Taproot Theatre Company
Three Dollar Bill Cinema
Town Hall Association
UW World Series at Meany
Hall
Vashon Allied Arts
Velocity Dance Center
The Vera Project
Village Theatre
Whim W'Him
Wing Luke Museum of the
Asian Pacific American
Experience

| PIERCE COUNTY

Broadway Center for the
Performing Arts
Museum of Glass
Northwest Sinfonietta

Tacoma Art Museum
Tacoma Musical Playhouse
Tacoma Opera
Tacoma Symphony Orchestra

CORPORATE DONOR BENEFITS

ALL CONTRIBUTORS:

- Recognition in ArtsFund annual report and online.
- Subscription to and recognition in 3 ArtsFund newsletters.
- Invitation to Celebration of the Arts Luncheon and recognition in Celebration of the Arts Luncheon program.

\$100,000 and up

- Spotlight feature on ArtsFund's webpage in rotation with other donors at this level.
- Newsletter article highlighting your company in rotation with other donors at this level and all benefits listed below.

\$50,000 - \$99,999

- Recognition on temporary, rotating signage in arts organization lobbies and all benefits listed below.

\$25,000-\$49,000

- Concierge Program: Contact the Director of Programs & Board Relations, and ArtsFund will arrange four complimentary tickets with preferred seating to up to four performances of your choice. Will also arrange priority seating for other shows where you wish to purchase tickets. Not available for all dates and shows/two week advance notice required.
- Company highlighted on ArtsFund's social media outlets.

\$10,000-\$24,999

- Invitation to ArtsFund Holiday Party and other special events with arts, business and community leaders and all benefits listed below.

\$5,000-\$9,999

- Recognition in ArtsFund's grants recipients programs and all benefits listed below and all benefits listed below.

\$2,500-\$4,999

- Name displayed to over 1,000 people during slideshow at Celebration of the Arts Luncheon and all benefits listed below.

INDIVIDUAL DONOR BENEFITS

ALL CONTRIBUTORS:

- Recognition in the ArtsFund annual report and online.
- Subscription to and recognition in ArtsFund Newsletters.
- Invitation to annual Celebration of the Arts Luncheon, and recognition in the luncheon program.

ARTSFUND MEMBERS

\$250 – \$999:

- Receipt of ArtsAccess Discount Calendar providing “buy one get, one free” discounts to dozens of performances and exhibits throughout the year.

ARTS BENEFACTOR CIRCLE

\$25,000 and up: Gold Club

- Complimentary Seating for you and up to three guests at a VIP table at the Celebration of the Arts Luncheon. Includes an invitation for you and your guests to the Spotlight Evening and all benefits listed below.

\$10,000 – \$24,999: Conductor’s Circle

- Enjoy the Conductor’s Circle Concierge Program: ArtsFund will arrange two complimentary tickets with preferred seating for up to two performances of your choice. We also offer to arrange priority seating for other shows where you wish to purchase tickets. (Not available for all dates and shows/two week advance notice require).
- Invitation to the Conductor Circle Evening, an intimate gathering of Conductor Circle members which includes an inside look at the arts in our community and all benefits listed below.

\$5,000 – \$9,999: First Chair

- First Chair Lounge Privileges: Access to the private Paramount Club lounge at the Paramount Theatre, and exclusive Producer’s Club lounge at the 5th Avenue Theatre. Enjoy the amenities these lounges have to offer anytime you attend a show and all benefits listed below.

\$2,500 – \$4,999: Encore

- Invitation to Encore Event which provides donors with an inside look at the current local arts scene and features presentations from prominent figures in the local arts community. Past years have included receptions at the Chihuly Garden and Glass.
- Recognition in ArtsFund’s grants recipients programs and all benefits listed below.

\$1,000 – \$2,499: Spotlight

- Invitation to ArtsFund’s Holiday Party, Arts Benefactor Circle Spotlight Evening and other special events and all benefits listed below.

ASSOCIATES ROLE

The ArtsFund Associates Program is a volunteer corps of business professionals committed to supporting the arts and strengthening the community through fundraising.



Act 1 final scene of Seattle Opera’s new production of *Semele*.
© Avi Loud photo

As an ArtsFund Associate, you are the collective voice of the Seattle arts sector on behalf of ArtsFund. We encourage you to engage, experience and explore new and meaningful art for the next 5 months (and beyond). Through these encounters, you will learn more our vibrant culture and can effectively advocate for the arts in our community. Seattle’s art scene is thriving like never before - but the financial support is lacking. This is where ArtsFund and you as an Associate can help! Nearly 115 passionate volunteers like yourself have come together to make a difference. Invest in the art, invest in this community.

WHY DONATE?

MAKING AN IMPACT

A donation supporting the arts community enhances development, create jobs, spur urban renewal, attracts new businesses, bumps up tourism dollars, and creates an environment that attracts skilled and educated workers.

A vibrant cultural environment is vital to our quality of life. When you support the arts, you help to make your community more attractive to current and future residents.

CURRENT ARTS DONORS

That is fantastic - we encourage all of our donors to support the specific arts organizations they love. By also donating to ArtsFund, you are supporting the region's arts ecosystem - from small, growing organizations to the larger established ones, across disciplines - leveraging the power of collective impact and strengthening the sector's foundation. Additionally, ArtsFund provides unrestricted gifts, often cited as the hardest for arts organizations to raise, and yet, the most critical.

ECOSYSTEM - HOW SO?

ArtsFund's annual grants reach between 55 and 60 organizations. We awarded \$2.4 million in grants last year. Adding our additional funding initiatives and capacity building and leadership programs, we serve over 60 arts & cultural organizations per year. Our support enables the cultural programming which put Seattle on the map, the cutting edge, the emerging and expanding, the contemporary and classical and the exploration of the intersection between arts and ideas.

GENERAL OPERATING SUPPORT?

ArtsFund is often the single largest source of unrestricted funding for cultural orgs in our region. We grant the kind of funding that allows these organizations to provide not only programming, but outreach, arts education and access.

ARTSFUND ASSOCIATES POP-UPS

Complimentary events for you + up to 2 prospects!

Pop-Up #1: Seattle Symphony

Schubert Untuxed
Friday, January 27, 2017

Pop-Up #2: Frye Art Museum

Jim Woodring: The Pig Went Down to the Harbor
at Sunrise and Wept & Achipenko: A Modern Legacy
Tuesday, February 28, 2017

Pop-Up #3: 5th Avenue Theatre

The Secret Garden
Tuesday, April 25, 2017

These events are one of your greatest assets as an Associate! Utilize them to start the conversation between you and your prospects. Invite them to join us for world class art following an exclusive and FREE reception! Each event will have remarks from the arts organization, ArtsFund and leaders in the industry. It's a behind the scenes look that you can't get anywhere else!

This is your opportunity to strategize. Some prospects take time and intentional effort on your part before they make a gift to ArtsFund. Hosting them at an arts event is a fantastic opportunity to cultivate their relationship as a donor to ArtsFund.

Everyone in attendance needs to RSVP in advance. Space is limited. All prospects and guests must be accounted for using the distributed RSVP form. 175-200 people per event and a waitlist may be formed based on demand. We try our best to make sure everyone is accommodated.

All dates and events are subject to change at ArtsFund's discretion

WAYS TO GIVE

ArtsFund appreciates and accepts donations of all shapes and sizes. Here are some helpful guidelines:

CONTRIBUTIONS

Individuals and businesses can give in the form of **cash, credit card, check or stock**. (Useful in-kind gifts from include items such as professional services or gift certificates.)

PLEDGES

Pledges can be made via a paper pledge form or online. Payments for pledges can be made via check, cash or credit card. Make your pledge any time to be paid before the Campaign ends on June 30th or the end of the year on December 31st.

ONE TIME GIFT

One-time gifts can be given via cash, credit card, check or stock. You can mail one-time donations to ArtsFund or submit them via our website. You may also call and give us your credit card number over the phone.

RECURRING GIFT

If you would like to pledge a one-time gift and pay it off monthly or quarterly you can do so by filling out a pledge form, visiting our website or giving us a call.

PAYROLL DEDUCTIONS

We have payroll deductions options setup with several companies in the Puget Sound. If your company does not do this but would like to please contact Chantilly Chiles at chantilly@artsfund.org or 206-788-3043.

MATCHING GIFTS

There are several companies in the Puget Sound who offer employee matching such as Boeing, Microsoft and Starbucks. Check with your employer to see if they match charitable contributions. Requesting a match from your company is a great way to ensure that your support is maximized!

INDIVIDUAL GIVING

A contribution to ArtsFund is the best (and easiest!) way donors can impact the overall arts ecosystem.

Why do arts organizations need support?

Ticket prices typically cover less than 50% of the cost for arts organizations. The contributed income ArtsFund and donors provide help cover the significant shortfall in general operating support.

2016 ArtsFund Grant Impacts:

- 10,000+ Events, Exhibits and Performances
- 809,000 Student Access to the Arts
- 1.6 Million Free or Discounted Tickets
- 9.7 Million Patron Visits

Social & Community Impact:

- **Broadway Center for the Performing Arts** - runs a youth violence prevention program in 13 economically challenged and geographically isolated schools and 6 inner city schools.
- **Frye Art Museum** - provides workshops for those living with dementia and their care partners, and partners with Path with Art in arts programming for adults recovering from homelessness, addiction, and mental-health challenges.
- **Seattle Shakespeare Company** - serves more than 24,000 youth annually across Washington State and in the Seattle area through programs in classrooms and in their theatre.

CORPORATE GIVING & WORKPLACE 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! ArtsFund is proud to include Microsoft, The Boeing Company, Bank of America, Expeditors, PACCAR, POP, Sellen Construction, Starbucks, US Bank, and Wells Fargo among our top donors.

Why do companies chose to support the arts?

- Employees want to live and work in a vibrant community.
- The arts help you build market share, enhance your brand and reach new customers.
- The arts help you get your message across in engaging ways.
- Creativity is a top applied skill sought by employers.
- The arts challenge employees to be their best.
- Arts create an environment that blends backgrounds and cultures.
- The arts are a great way for companies to show that they appreciate their employees.
- When companies partner with local arts, they contribute to the economy and quality of life for the whole city.

(Americans for the Arts: The Partnership Movement; 8 reasons to partner with the arts, <http://www.partnershipmovement.org/the-movement>)

ArtsFund Workplace Giving provides a company's employees the opportunity to support the community's arts and education programs with one efficient gift through a workplace-based campaign. All ArtsFund drives are developed closely with the hosting company, reflecting the organizations personality. Most often taking place in the spring or in conjunction with the company's United Way drive, workplace giving campaigns allow employees to support the arts alongside the health and human services sector.

How to get involved?

Contact ArtsFund Grants & Workplace Giving Manager, Shin Yu Pai at shinyu@artsfund.org or 206-508-0299 to discuss a potential opportunity!

THE NARRATIVE

"Hi, I volunteer with ArtsFund, a nonprofit organization that supports the Puget Sound region's arts ecosystem.

For nearly 50 years, ArtsFund has been helping to sustain the established nonprofit arts organizations and fostering new and emerging ones. We provide the kind of funding that allows our region's arts and cultural organizations to provide world class programming, outreach services, arts education in our public schools and access to new audiences.

Join us in strengthening the community by supporting the arts!"

SHARING ARTSFUND WITH YOUR NETWORK

1. **Craft your narrative and practice out loud.**

FOR BUSINESSES...

2. Contact the business using the contact info provided to you by ArtsFund. If that information is incorrect, ask if you can be connected to the person who in charge of community giving.

3. Introduce yourself. Provide your name, employer if appropriate, and inform them that you are a volunteer for ArtsFund.

4. Ask if they have a brief moment to talk and thank them for any past donations if they are donors!

FOR ALL POTENTIAL DONORS...

5. Explain what ArtsFund is and ask if they are familiar with us as a non-profit.

6. **Share your narrative!**

7. Gauge their interest! Then ask if...

- They would like to come to a free arts event that is a fundraiser for ArtsFund?
- If they may be interested in making another donation this year (if they gave last year)?
- If they would like to increase their gift from last year?

8. Respond accordingly. Would they like...

- An invitation to the arts events via email?
- A pledge form sent to them in the mail?
- The ArtsFund website or phone number to make a donation over the phone?

9. Thank them!