

ARTWorks for Kids

Strategies proposed by coalition at September 13, 2004 retreat

1. Clearinghouse to match potential board members with organizations

Organizations struggle to find new board members who support their mission passionately and actively. During the cultivation process, an organization may identify individuals who are a better fit with another organization. By sharing information about board prospects, organizations can help each other identify strong board members.

2. Lobby as a coalition for legislation to make gifts to a new organization deductible on Massachusetts state taxes

Participants remarked on the success of the sales tax holiday (a day where residents could purchase up to \$3,000 worth of goods tax free), noting that some retailers saw a 500% increase in sales. They believe that a day where individuals can receive a tax credit for charitable donations made to a nonprofit they have not supported before might have a similar effect.

3. Marketing campaign targeted at major donors

Coalition members would like to develop a targeted marketing campaign that would educate major donors about smaller arts organizations. Advertising possibilities include the *Boston Business Journal* and the programs of the Boston Symphony Orchestra.

4. Salon/dinner parties (that include youth)

Organizations want to create opportunities for donors to come into direct contact with young people in order to best appreciate the importance of arts in their lives. Donors would be asked to commit funds to a different organization each year (over a period of several years) so that the donor would learn about a breadth of programs. In addition, the coalition would challenge committed donors to bring additional donors into the "circle," thereby expanding the network of supporters for youth arts activities.

5. "Brown Bag Lunch" events with money managers, donor-advised fund managers, etc.

Money managers, donor-advised fund managers, and other wealth advisors are the gatekeepers to individuals with money. This strategy seeks to engage these individuals so that they will pass on information about youth arts programs to their wealthy clients.

6. Collaborative special event

Coalition members will sponsor a jointly held major event. The event will bring individuals into direct contact with youth and their programs. It will also be designed to accommodate individuals who may have many constraints: activities for young children will attract participants who might otherwise need a babysitter; opportunities for both young and old will allow the entire family to participate.

7. Professional prospect research (hire a firm or an individual)

Donor research and analysis of an organization's funding base may be cost prohibitive to some. By pooling resources and consolidating donor lists, organizations may be able to negotiate bulk discount on such services.