



**arts**council  
*silicon valley*

# music & arts

## A Blueprint for Effective Fundraising for Grassroots Arts & Cultural Organizations

4 North Second Street, Suite 500 - [www.artscouncil.org](http://www.artscouncil.org)



# About Arts Council Silicon Valley

- Incorporated in 1983
- Largest Private Nonprofit Arts Council in California
- Funding, advocacy and marketing support
- Over the past 12 years, distributed over \$7 million
- In 2005, increased grant awards by 40%
- Have participated in multi-million dollar arts fund campaigns and currently laying groundwork for new multi-million dollar fund campaign

# Serving our Community

- **Grants Programs**
  - Seven total programs
- **Youth Programs**
  - ArtsConnect
  - FIRST 5 Arts Grants
- **Artsopolis Marketing Partnership**
  - Artsopolis.com
  - ArtsopolisKids.com
- **Advocacy & Cultivation**
  - Professional arts cultivation affiliations
  - Silicon Valley Arts & Business Awards
- **Fundraising Support**
  - Workplace Giving
  - Grant-writing Training and Support
  - Music & Arts





# music & arts

## What is Music & Arts?

- Was established in 1967 as a foundation to raise funds from the private sector by and for the region's LBO's
- Today, the program is
  - A collaborative campaign for Santa Clara County's small and mid-sized arts orgs to raise funds from their own constituents
  - A training and technical assistance program



# What are the Challenges that Small and Mid-sized Organizations Face?

- Artist and volunteer-driven
- No administrative infrastructure
- Lack of unrestricted, general operating dollars



# How Does M&A Addresses those Challenges?

- Offers an established infrastructure for an annual giving campaign
- Offers fundraising expertise of consultants and ACSV staff
- Provides a variety of admin services associated with individual giving
- No 'up-front' costs to organizations



# What is the Criteria for Choosing Participating Organizations?

- Any arts or cultural org that meets the following minimum qualifications:
  - 501(c)(3) status
  - A \$30,000 annual budget
  - Identifies at least 5 volunteers, including a campaign coordinator
  - Commits to raising a minimum of \$2,500 through course of campaign



Bus Barn Stage Company  
Evergreen Balvihar  
Kaisahan of San Jose Dance Company  
Nova Vista Symphony  
Rainbow Women's Chorus  
San Jose Symphonic Choir  
Santa Clara Chorale  
Silicon Valley Ai Yue Chorus  
Silicon Valley Visual Arts  
TOPAZ, Palo Alto  
West Valley Masterworks Chorale  
WORKS/San Jose



Silicon Valley Ai Yue Chorus

硅谷愛樂合唱團



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# What is Required of Participating Organizations?

- Attendance at 2 training sessions and mid-campaign meeting
- Providing information for marketing materials/website
- Timely mailing of donor solicitation letter
- Solicitation follow-up
- Submitting all campaign donations to ACSV for processing and re-distribution
- M&A acknowledgement on their website

# What Benefits do the Participants Receive?

- Training
- Marketing
- Donor Options
- Administrative Services

# Training

- Workshop #1
  - Identifying donors
  - Formulating the “ask” message
- Workshop #2
  - Empowering volunteers
- 30-minute one-on-one with professional consultant
- Mid-campaign meeting
- ACSV staff advice



# Marketing

- Professional, collaborative brochure
- Website promotion
- ACSV office access for “phone-a-thon”



# Donor Options

- Pledge card and invoice
- Credit card processing
- Secure, online pledges and payments



# Administrative Services

- Provide training materials
- Maintain donor database
- Process donations
- Timely reports
- Quarterly distribution of receipts
- Process corporate matching gifts



# What is the Impact?

- 10 participating organizations in 2004 raised collectively over \$80,000 of new contributed income
- Case Study – Children’s Musical Theatre San Jose

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