

The Fine Arts Fund & Volunteer Programs

An overview of
Americans for the Arts'
Private-Sector Volunteer
Programs and Why They
Make Sense/Cents To Us

Arts Services Office Mission

The Fine Arts Fund's Arts Services Office supports and sustains Greater Cincinnati's arts organizations through **programs**, **people** and **resources**.

All with a focus on capacity building and professional development to ensure the responsible use of FAF grant allocations.



Programs

- Business Volunteers for the Arts (BVA)
- Business on Board for the Arts (BoB)
- National Arts Marketing Project (NAMPP)
- Arts/Business-Connection (A/B-C)
- Other local programs/workshops, forums, roundtable lunches, networking opportunities

People

Volunteers are utilized in multiple capacities:

- matched with arts organizations
- administer allocations process
- serve on program steering committees
- train new volunteers
- for other efforts as they arise (national reps for panels, etc.)

Resources

- Publications and brochures
- CDs (NAMPA Workshops)
- Web site Arts Directory
- In-kind donations by volunteers
- Forward job opening e-mails
- Virtual Arts Incubator – www.artsincubator.org

Program Overview: What is BVA?

- Created by the Arts & Business Council of New York approximately 30 years ago
- Currently 18 affiliates across the country
- We are the only affiliate in our tri-state region AND the only United Arts Fund offering this (and other) program
- “The best investment we ever made”
- Matches business professionals to work on functional consultancies with arts organizations
- Projects run the gamut

Program Overview: BVA

- ASO's signature program adopted in 1997
- 209 volunteers trained since program inception
- Over 75 companies represented through BVAs
- Currently over 100 "active" volunteers on roster
- Of these, close to 50% are either currently working on a project or serving in some board capacity
- Over 2,500 hours donated annually
- Over \$1.5 million worth of value in hours since program inception
- Over \$200,000 worth of cash, grants and other in-kind donations generated for arts clients thru volunteers

Program Overview: BVA



Program Overview: What is BoB?

- National model designed by A&BC affiliates in Philadelphia and Chicago
- Offers 20 hours of intense training focusing on board responsibilities, with a special emphasis on arts issues
- Matches a volunteer with an arts organization during training to observe its board, with the ultimate goal of board placement
- Maintains follow-up with each volunteer over a two-year period

Program Overview: BoB

- Program launched in 2004
- First class of 22 candidates graduated last fall
- Targeting “High Potential Employees” for recruitment efforts
- Of ‘04 graduates - 13 have joined boards, 5 are very active with their organizations and may be asked to join the board, 1 has moved and 3 are still working with us on placement

Program Overview: BoB



Program Overview: What is NAMP?

- National program sponsored by American Express focused on marketing issues
- Over a dozen host cities offer local marketing workshops on a variety of topics
- National resource website: www.artsmarketing.org
- Advanced Training Program – intense multi-weekend marketing bootcamp
- National Conference for Arts Marketers held every 18 months

Program Overview: NAMP

- Fine Arts Fund selected by American Express to be a host site in 2000
- Just completed fifth year of marketing workshops for arts organizations
- Offer workshops on various marketing topics, from branding to niche marketing to market research
- Tap local companies for guest presenters (P&G, Convergys, Cinergy, Fifth Third, etc.)
- Through volunteer connections, received free use of high-tech learning facilities on UC's campus

Program Overview: NAMP



Program Overview: A/B-C

- Borrowed concept from A&BC colleagues in Philadelphia and Miami
- Currently in planning stages with expected Fall launch
- Focus is to supplement current volunteer programs already in existence at arts organizations
- Program offers access to very short term projects (from working a booth at a festival to painting a set)
- Target volunteers who are donors to FAF and who have given \$75 or more and received Fun Card
- Goal is to allow volunteers to better “steward” their donations, make them feel more connected to FAF recipients, even if they don’t attend programming

Program Overview: A/B-C

Arts/Business-Connection



A Volunteer Program of the

FineArtsFund

Case Study: Kim Wilcoxon



- Recruited to BVA program in 2002
- Worked on multiple BVA projects, including reviewing multiple 501(c)(3) applications for start-up organizations
- Assisted with the creation of the Virtual Arts Incubator website

Case Study: Kim Wilcoxon

- Made calls during Fine Arts Fund “phonathon” for Residential Division
- Graduated from inaugural class of Business on Board
- Recently asked to join the board of her arts client
- Served as Employee Campaign Coordinator for her law firm during 2005 campaign
- Helped increase employee giving by almost 12%, over a 7% increase the previous year.
- Helped recruit new BoB candidates for class of 2005

Why Private-Sector Volunteer Programs?

- In an age of e-pledging, e-mail, and e-this&that, it can help you reconnect with your donors
- It opens the door for more constant communication throughout the year, not just at “campaign time”
- It helps to educate both donors and potential donors about the arts community, making them more effective “arts cheerleaders” during campaign time
- It allows your donors to feel like they have a more active role in the stewardship of their financial investment in the arts
- It helps your arts constituents become better businesses

For more information...

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How we attract our volunteers

How did you get here?



Selecting a Campaign Chair

- Job description sets expectation and time commitment (how they should recruit volunteers)
- Provide organizational chart
- Job descriptions for each position
- Input and initial recommendations from FAF Board President, FAF CEO and Campaign Director
- Assign Chairs three years ahead to add to continuity

Call to Action

- Chairman makes the “ask”
- Meet face-to-face with volunteer
 - Provide materials and brief overview (many are not familiar with FAF)
 - Review job description and time line
 - Past volunteers who have served
 - Spreadsheet of companies; dollars raised

Keys to making the volunteer experience enjoyable

- Set clear expectations
- Deliver on the time commitment
- Provide necessary support
- Keep them informed and updated
- Ensure they are properly trained and equipped
- Establish a good rapport
- Thank them

Life after the campaign can lead to good things

- Return to work on campaign again
- Elect to be Chairperson
- May “lead the charge” at their company
- Ambassador in the community
- Volunteer for other boards or arts organizations