



# Americans for the Arts Membership and Resources Guide



Thank you for joining Americans for the Arts! Whether you're a new member or rejoining, we welcome you to the leading non-profit organization for advancing art and arts education in America! This guide is here to show you some of the resources available to you as a member and how to access them.

## Contact us

**Phone:** 202-371-2830

**Email:** [membership@artsusa.org](mailto:membership@artsusa.org)

**Web:** [www.americansforthearts.org](http://www.americansforthearts.org)

**Address :** 1000 Vermont Ave

NW, 6<sup>th</sup> Floor


Washington, D.C. 20005

Hello Guest | [Login](#)

# ANNUAL LEADERSHIP AWARDS

Feb 10, 2016

Help us recognize the great work of arts leaders from across the nation! Nominate yourself or your peers for one of seven Annual Leadership Awards today! Members are invited to submit nominations for this year's awards program, held in conjunction with Annual Convention. Nominees may be individuals, organizations, or programs that have demonstrated exceptional leadership and a commitment to enriching their communities through the arts. Nominations close Wednesday, March 9, 2016 at 11:59 p.m. (EST). Questions? E-mail [membership@artsusa.org](mailto:membership@artsusa.org).



LEARN MORE






Photo: Americans for the Arts


DONATE NOW




BECOME A MEMBER



LOGIN




MY ACCOUNT



SIGN UP FOR E-MAILS

enter email address

NEXT



STATE POLICY SYMPOSIUM

Mar 05, 2016

**STATE POLICY  
SYMPOSIUM**  
SATURDAY, MARCH 5, 2016  
WASHINGTON D.C.

States of Change: The Arts Leading

# Login to access membership

Now that you're a member of Americans for the Arts, you have access to a variety of online resources. Most of these features must be accessed once you are logged in to confirm your membership. Go to **[www.americansforthearts.org](http://www.americansforthearts.org)** and click on "Login" on the right hand side of the screen. Enter your login information and continue to the account homepage. You'll know when you're logged in when your email appears on the upper right corner of the screen after "Hello."

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[Welcome](#)

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[Logout](#)

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[Purchase Books/Products](#)

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[Become a Member](#)

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[Renew Membership](#)

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[Register for Event](#)

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[Make a Gift](#)

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[My Account Information](#)

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[My Transactions](#)

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[Resources for Members](#)

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[Arts Services Directory](#)

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## Options from the Welcome Page

Once you have logged into the Americans for the Arts website, you will be able to access your account information. Select “My Account” from the homepage and you will be taken to your account platform. From here, you can access resources, check your information, and more!

- **Purchase Books/Products:** This tab brings you to the online store, which features publications and miscellaneous gift items. Members receive a discount, but you must be logged in when purchasing items to receive the discount!
- **Renew membership:** If your membership has expired, you can renew it by selecting this tab. To find out your membership status, please contact the Membership Department.
- **Register for Event:** Selecting this will bring you to our Upcoming Events page. Members receive discounts on event registration, but you must be logged in when registering!
- **Make a Gift:** Americans for the Arts accepts gifts of any amount to further support advancing art in America. To donate to the Annual Fund, select this tab.
- **My Account Information:** From here, you can view and update your contact information, reset your password, and view your record ID (also called a member ID), which you may need for award nominations, scholarship applications, and other forms.
- **My Transactions:** This will display any transactions from webinar purchases, event registrations, and membership purchases. From here, you can rejoin as a member if your membership has lapsed.
- **Resources for Members:** This will redirect you to the Resources for Members page, which is the biggest benefit of membership! Check the next slide for more details on this tab.
- **Art Services Directory:** To find organizations in your area that are members or have worked with Americans for the Arts, use the Art Services Directory to search by name, type, or location.

# Resources Exclusively for Members

## RESOURCES EXCLUSIVELY FOR MEMBERS

### SIGN UP FOR E-MAILS

enter email address

NEXT →

### MEET THE MEMBERSHIP TEAM



**Bridget Woodbury**  
Membership Marketing  
Coordinator  
✉ Email



**Ashley McDonald**  
Membership Data  
Coordinator  
✉ Email

### Quick Links to Membership Resources

REGISTER FOR EVENTS ⇒

ACCESS ARTSU ⇒

RENEW MEMBERSHIP ⇒

SEARCH MEMBER'S DIRECTORY ⇒

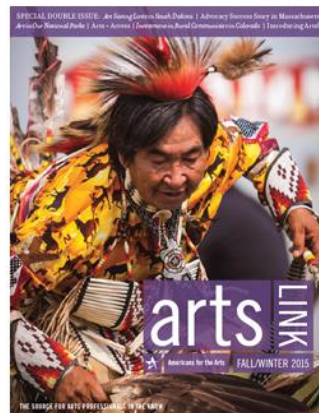
SIGN UP FOR LISTSERVS & E-NEWS ⇒

### Americans for the Arts Logo

We encourage you to use the Americans for the Arts logo in both your printed and online communications to show your affiliation with us. Below you find the logo in several formats and resolutions:

1. For Print (high resolution): You will need the proper

### Arts Link



» Current Issue  
» Archive of Past Issues

### Monographe

- **Register for Events:** This directs you to the same Upcoming Events page that you can access from the Welcome Page.
- **Access ArtsU:** Our new professional learning and development platform contains all of the links to webinars, virtual classrooms, and more!
- **Renew Membership:** If your membership has expired, you will still be able to login. However, your benefits will be turned off. You can renew your membership from here!
- **Search Member's Directory:** This directory, distinct from the Art Services Directory, lists only Americans for the Arts active members.
- **Sign up for Listservs & E-News:** Connect with other members and exchange ideas through our variety of listservs and e-newsletters!

From here you can also access **Arts Link**, our exclusive quarterly print publication as well as our archives of **Monograph**, various in-depth articles and essays on important arts topics.



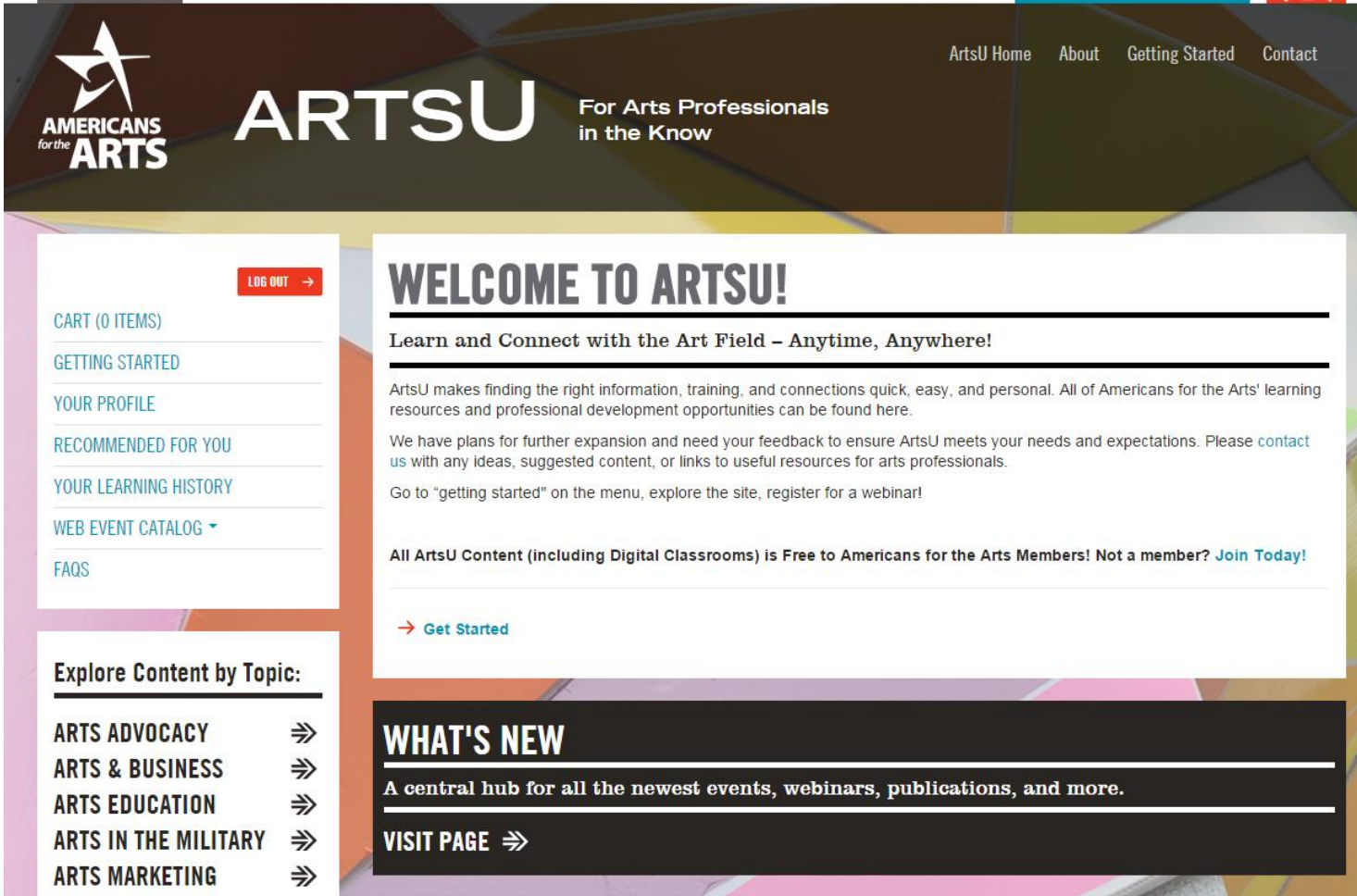
Websticker



Official Logo

## Using logos and webstickers

As a member, you encourage you to use our official logo and websticker to display your affiliation with us! The 2016 Membership websticker can be pasted as code into HTML for your webpage or on emails. The logo can be downloaded from the **Resources for Members** page, which lists a variety of color and resolution options. The code for the websticker can be found there as well.



The screenshot shows the ArtsU website interface. At the top, there's a navigation bar with the ArtsU logo and the tagline "For Arts Professionals in the Know". The main content area is titled "WELCOME TO ARTSU!" and includes a "Learn and Connect with the Art Field – Anytime, Anywhere!" section. A sidebar on the left contains links for "CART (0 ITEMS)", "GETTING STARTED", "YOUR PROFILE", "RECOMMENDED FOR YOU", "YOUR LEARNING HISTORY", "WEB EVENT CATALOG", and "FAQS". A bottom section titled "WHAT'S NEW" features a "VISIT PAGE" link. The interface is designed with a dark header and a light main content area, with a sidebar on the left.

**WELCOME TO ARTSU!**

Learn and Connect with the Art Field – Anytime, Anywhere!

ArtsU makes finding the right information, training, and connections quick, easy, and personal. All of Americans for the Arts' learning resources and professional development opportunities can be found here.

We have plans for further expansion and need your feedback to ensure ArtsU meets your needs and expectations. Please [contact us](#) with any ideas, suggested content, or links to useful resources for arts professionals.

Go to "getting started" on the menu, explore the site, register for a webinar!

All ArtsU Content (including Digital Classrooms) is Free to Americans for the Arts Members! Not a member? [Join Today!](#)

[→ Get Started](#)

**WHAT'S NEW**

A central hub for all the newest events, webinars, publications, and more.

**VISIT PAGE** ➡

**Explore Content by Topic:**

- ARTS ADVOCACY ➡
- ARTS & BUSINESS ➡
- ARTS EDUCATION ➡
- ARTS IN THE MILITARY ➡
- ARTS MARKETING ➡

Make sure you're logged in to receive free registration to webinars and other online sessions!

# ArtsU

Our newest feature to our website is **ArtsU**, where you can easily access our variety of resources for professional learning and development! From here you can:

- Watch webinars, virtual classrooms, and other online videos
- Read and explore our news, blogs, publications, and research
- Register for events and find events happening near you
- Connect online through newsletters, virtual conversations, and directories

To view all upcoming web events, select the **Web Event Catalog** then **View All**. To review your past participation in events, select **Your Learning History**. All events you registered for will appear here. Updating **Your Profile** will help us with our **Recommended for You** webinars and classrooms!

# If you're interested in learning

**Webinars**: Watch our extensive series of recorded presentations that explore a vast array of topics in the arts. Register for live webinars to participate in the real-time chat rooms or access past webinars on-demand. Members have FREE access to all webinars; non-members can pay registration fee to participate.

**Digital lessons and classrooms**: Participate in the self-contained, interactive, e-learning digital lesson or a virtual classroom, which contains a series of lessons with handouts and resources used during virtual meetings.

**Convention sessions**: If you weren't able to make it to our past Annual Conventions, you can view recorded videos of convention speeches and seminars on our YouTube channel! For more information on convention, visit <http://convention.artsusa.org/>.

**ArtsBlog**: Submit a blog post to our ArtsBlog, a platform for industry leaders to share their thoughts on important arts and culture topics.

# If you're interested in **connecting**

**Listservs & newsletters:** Members can contact other recipients on the private listserv with questions, thoughts, and interesting content. These listservs are grouped by topic to make it easier for members to find and receive relevant information. Newsletters keep you abreast of updates, opportunities, and special announcements from the field, and they let you be the first to know about special announcements from Americans for the Arts. Unless otherwise noted as a members-only publication, newsletters are open to the general public!

**Directories:** Aside from our member-only directory, our Art Services directory lists all organizations who have been associated with Americans for the Arts. Search here for local organizations to get involved.

**Events:** On our events page, you can find all major Americans for the Arts events.

**ArtsMeets Calendar:** The public ArtsMeets National Event Calendar allows members to post upcoming arts events to share with audiences around their area.

# If you're interested in **taking action**

**Legislation & policy**: Dive into our extensive research and resources specifically geared towards educating policy makers and the public on the importance of art in society.

**Toolkits**: Utilize the specialized toolkits, which provide step-by-step instructions, guides, and resources for establishing business partnerships, funding youth organizations, and responding to local arts budget cuts.

**Start a Program**: There are plenty of ways for you to get involved, and starting an arts program takes a lot of work! We have plenty of resources and advice to help you get you get started on creating an arts program in your community.

**Arts Education Field Guide**: Explore the guide that features in-depth look at the complex organization of partners, players, and policymakers in the field of arts education. The full length guide gives you insight on each of the stakeholders that are involved in arts education, including their connections, barriers, successes, and other important factors so you can better understand the system.

# If you're interested in research

**AFTA Publications**: From extensive, in-depth articles to at-a-glance, one page reports, your membership gives you access to a plethora of research on the pressing topics in the arts.

**National Arts Administration and Policy Publications Database (NAAPPD)**: This database contains over 7,000 records on arts policy, best practices, and arts administration resources—providing arts administrators, policy researchers, and advocates with comprehensive current and historical information.

**Arts & Economic Prosperity IV**: Our most recently completed study on the impact of nonprofit arts and culture on the economy, known as the Arts & Economic Prosperity IV, is available for review for your specific community. Your organization can also purchase a [customized economic impact study](#) to study your organization, community, or state.

**Creative Industries**: While the Arts & Economic Prosperity studies focus on nonprofits, the Creative Industries studies encompasses the impact of the for-profit and nonprofit arts industries on the economy at the national, state, and community levels.



The [Arts Education Network](#) brings together a variety of stakeholders from the arts education ecosystem, from national to local levels.

Are you new to the arts field? Our [Emerging Leaders Network](#) identifies and cultivates the next generation of arts leaders in America through professional development and peer networking opportunities.

The growing [Local Arts Network](#) provides a forum for members to discuss the successes and challenges that local arts agencies face across the nation.

Interested in connecting with local businesses? The [Private Sector Network](#) is comprised of local arts organizations that work to foster arts partnerships with businesses.

Our [Public Art Network](#) is the only professional network in the United States dedicated to advancing public art programs and projects through advocacy, policy, and information resources to further art and design in our built environment.

The [State Arts Action Network](#) connects members who lead their state's arts policy initiatives and gather together to share best practices and advise our State & Local Government Affairs team on key policy initiatives.

## Networks and councils

Our vast web of networks allows you to connect with peers in specific fields.

Under each network page you can find FAQs, facts & figures, online tools and resources, and other useful information. Every network has a member-elected council to connect the national network with local leaders.



The [Arts & Business Council of New York](#) develops creative partnerships between the arts and business communities in New York that both enhance the business skills of the arts sector and promote creative engagement within the business sector.

[Business Volunteers for the Arts](#) is a national skills-based consulting program operated by a network of organizations across the country under the leadership and coordination of Americans for the Arts. It pairs nonprofit arts groups with specially trained business executives who volunteer their time and skills to assist with distinct management projects.

[United Arts Funds](#) are local arts agencies whose main function is to raise money from local individuals, businesses, and foundations to regrant to local arts institutions and provide support to the cultural community.

[United States Urban Arts Federation](#) is an alliance of the chief executives of local arts agencies in the nation's 60 largest cities.

## Other groups

Outside of our networks, we have multiple topic-specific groups that focus on connecting arts organizations with private businesses as well as engaging state leaders with each other.



Our network **councils** are member-elected groups made up of national leaders who forge connections between Americans for the Arts and local organizations.

Members receive **discounts** on annual convention registration, online store purchases, Job Bank postings, and more!

Want to attend convention or NAMP conference, but don't have the funds? Members can apply for **scholarships** to help cover expenses. You can also apply to be a **volunteer** and receive a discounted registration fee!

We love to recognize outstanding leadership in the arts with our various **awards for arts achievement**, focused on leadership in the field, private sector partnerships, and artistic accomplishments.

## Member only benefits

While some of our resources are open to the public, here are a few opportunities available only for our members!

The [Arts Action Fund](#) is America's largest arts advocacy group working to mobilize one million Americans in support of the arts and arts education across the nation. Join the movement today for free and learn how to get involved!

The [pARTnership Movement](#) is an initiative to partner businesses with arts organizations to engage employees, foster creative thinking, and volunteer with the arts.

[Animating Democracy](#) concentrates specifically on fostering civic engagement through the arts and culture by focusing on opportunities and resources, research and evaluation, communication, and strategic alliances.

The [National Arts Marketing Project](#) produces an annual conference, hosts monthly webinars, organizes regional training programs, and provides on-site workshops to improve arts marketing strategies with the latest arts marketing trends and research.



## Learn more about us

Americans for the Arts has multiple partnerships, initiatives, and programs that help lead the arts advocacy movement through industries, society, and culture. Visit these other sites to learn more about our programs.



Facebook: /americans4arts



Twitter: @americans4arts



Instagram: /americans4arts



LinkedIn: /americans-for-the-arts



YouTube: /americansforthearts

## Connect with us on social media!

Get the latest news from Americans for the Arts, updates on upcoming deadlines, photos from our events, and much more through our social media channels!