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ABC/NY's mission is to develop more creative partnerships between the arts and business communities in New York, enhancing the business skills of the arts sector and the creative engagement of the business sector. ABC/NY provides programming in volunteer and leadership development, and builds and celebrates the arts' role in New York's economic revitalization.

## There's Leadership, and Then...

A piece caught my eye today in the July e-newsletter of the (global) Center for Creative Leadership: [Five Big Ideas—What's Next for Leadership Development?](#) Their [clients](#) include "more than 80 of the Fortune 100 companies" (they work with nonprofits, too, but [83% of their business is with the business sector](#)). So I really liked Big Idea #4:

***Power Up Nonprofit Partnerships:*** *What is happening at the intersection of nonprofit needs and corporate philanthropy? What needs to change? Unfortunately, the demands of the nonprofit sector have not been met with a greater investment in leadership talent. Many nonprofits are feeling the pain as their leadership teams work to lead through change and challenge. But some innovative partnerships aim to make a difference...*

Yes!

The Arts & Business Council is now in conversation with a couple of major corporate arts funders—believe me, you know these guys—about leadership development, human capital, and change. And we are looking to bring 20 arts organizations to this table for (1) conversation and (2) action—with the business community.

Follow along with me. ABC is in the happy midst of leadership development with our

business-of-the-arts undergraduate [summer intern](#) flock; and we're busy year-round with our this-is-how-you-get-a-job (-or-a-better-job) [Emerging Leaders](#) network; and we are wrapping up interviews with the top candidates competing for the next [Arts Leadership Institute](#), to be held in October 2012. There is some serious **staff talent** out there, entry level to executive.

But I invite you to think about the leadership holding up the other-half-of-the-sky, as it were, in the nonprofit arts. **Volunteer leadership.**

You need two things to grow a creative dream: brilliant staffing, and the complement of ideas, effort, and resources from likewise-passionate people you can't afford to pay. That's volunteers.

If you're a nonprofit 501(c)3, you need at least three volunteers to agree to be a board of directors—that's the deep end of the pool of volunteering. (If you're an established nonprofit, I bet you need at least three *new* board members, too.) But depending on the nature of your organization, your project, your art, your dream, you may need help with all kinds of things. Maybe you need *pro bono* help in strategic planning, financial analysis, conceptualizing a marketing or development campaign, building out an "earned income" revenue stream...

*And/or*, maybe you have a festival, a free concert, a something-out-of-doors, an activity with lots of kids—something where a small army of help, all at once and for one afternoon or one evening or one weekend, would make a huge difference in who you could serve (and how you could serve them).

I have a short list of corporations and firms in NYC who are looking for these kinds of *pro bono* and/or these kinds of one-off/transactional volunteer opportunities. They are already engaging employees—and strengthening their corporate and foundation relations—with schools and healthcare providers and soup kitchens, but they want to *add* the arts and culture sector to the mix. These are corporations/firms with which you *want* to have or grow creative relationships.

ABC/NY is going to invite 20 arts organizations to a meeting with what we hope will start as 20 corporate/firm partners, and then grow to include corporate/firm partners new to investing in the arts.

Want in? Got questions? Shoot me an [e-mail!](#)

—Will Maitland Weiss, Executive Director

## innOVATION Grants



Ovation, in partnership with Americans for the Arts, has developed the [innOVATION Grant Program](#) to fund and recognize the impact of artists and the arts in the revitalization of

communities nationwide. Three \$25,000 innOVATION grants and two \$10,000 innOVATION grants will be awarded through a panel review process. In addition, communities can compete for a "Viewers' Choice Award" of \$15,000 at <http://ovtn.tv/viewerschoice>. In addition to funds, recipients will gain national visibility for their stories across Ovation's various media platforms (TV, online, VOD, and TVE).

Eligibility requirements:

- Applicants must be Americans for the Arts Organizational Members. (*Not a member? [Join now.](#)*)
- Only one submission per community will be accepted.
- A community revitalization program, with the arts at its core, and a demonstrated record of success already in place.
- Applicants must be willing to be featured in various Ovation electronic media and print publications.
- Applicants must be nominated by an elected official (Mayor, County Executive, etc.).

Deadline for Submissions: July 31, 2012 at 5:00 p.m. EST

## Financial Management for Nonprofits

Running a nonprofit organization is about more than just well-executed programmatic work; it is also about the organizational structures that need to be in place to help maintain financial sustainability. Everyone in a nonprofit, from the executive director to the receptionist, has a role in the financial management of the organization.



In this free workshop, presented in partnership with The Foundation Center, guest speaker Paul Konigstein of Mission First Finance will explain each staff member's role, ranging from the twelve ways every executive director should be involved in the organization's finances, to the three things every receptionist should do. He will also cover helpful tips for trustees, program managers, fundraisers, and administrators.

Tuesday, August 14, 2012

10:00 a.m. - 12:00 p.m.

The Foundation Center, 79 Fifth Ave. (between 15th & 16th Streets)

FREE

[REGISTER](#)

*Funding for ABC/NY's professional development programming is provided by the NYC Department of Cultural Affairs, in partnership with the City Council, and by the New York State Council on the Arts.*

## Members' Reception with Councilmember Van Bramer

Save the date for our next members' reception (non-members can come, too): Wednesday, August 22, from 6:00 - 8:00 p.m.

Our special guest will be New York City Councilmember [Jimmy Van Bramer](#), a staunch supporter of the arts and the chair of the Council's committee on Cultural Affairs, Libraries & International Intergroup Relations.

We're planning a twilight cocktail party at the rooftop garden of intern program host organization Rosie's Theater Kids. More details and information how to register coming soon!



ABC/NY 2012 interns with program coordinator Stephanie Dockery (R) on the rooftop at Rosie's Theater Kids

## Links We Like

### [What Do We Really Know About People Who Get Arts Degrees?](#)

First, we know they're largely employed, with an unemployment rate less than half the national average. And nine out of ten who are currently employed are satisfied with the job in which they spend the majority of their work time.

### [Greetings!](#)

In honor of this week's opening of the 2012 Summer Olympic Games in London, learn how the rest of the world says hello. "I see you!"

Is there a link you like? Send it to us at [info@artsandbusiness-ny.org](mailto:info@artsandbusiness-ny.org), and we may include it in our next newsletter!



## Got Art? Get Free Hotel Room!



"In a promotion that seems itself to a form of art, a hotel in Stockholm, Sweden, has announced that it will now accept art as payment for staying in its rooms." Enjoy the lighter side of arts & business news on [our Facebook page](#), which has additional content that isn't repeated in this newsletter. You don't have to have an account to [view our page](#)!

*"Be generous when you're hungry. It's difficult to be generous when you're hungry. Yet being generous keeps you from going hungry. Hence the conflict ."*

—[Seth Godin](#)

We need your help to continue providing our free and low-cost services in volunteer and board development, and leadership and other professional development. Please be generous! [Make a tax-deductible contribution](#) today!

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