



December 3, 2013

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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.

Giving Tuesday: TODAY!

Today is #GivingTuesday, and The Giving Library—an online video archive that connects donors to nonprofits—is holding a \$100,000 challenge competition to celebrate.

You can raise \$5.00 for Americans for the Arts simply by sharing [our video](#) on The Giving Library today, Tuesday Dec. 3. Only shares today will be counted. By sharing [this video](#), you are personally raising \$5.00 by the action of sharing alone. Your click is your contribution!

Here's how:

1. Click [HERE](#) to be taken to Americans for the Arts' video on The Giving Library.
2. Click the "share now" button.



3. You'll be directed to create an account with The Giving Library, if you don't already have one. This can be done using your email or Facebook account and takes less than a minute.

4. Click "share on Twitter" or "share on Facebook."

4. Share either the default message or a message of your choice with your friends/followers.

5. Americans for the Arts will receive \$5.00 per share from this site! (Further shares via Facebook won't count; shares must be made via The Giving Library's site.)

We also encourage you to view our three-minute video to give you a better idea of all the ways Americans for the Arts is working advance the arts in America!

5 Things You Might Not Be Doing

Creating successful arts-business partnerships may be easier than you think. Patrick O'Herron of Americans for the Arts has compiled a list of [five things you might not be doing](#) when considering a business partnership, and examples of how you can get off to a better start. *Si se puede!*



3 Surprise Assets Through Partnering with the Arts

The [BCA Survey of Business Support for the Arts](#) is the nation's largest survey of its kind, delving beyond pure numbers into the motivations behind and goals of business partnerships with the arts. In [this video](#), learn three surprise assets that businesses can gain through partnering with arts organizations.

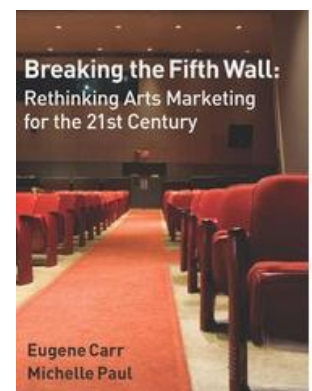


Essential Strategies for Arts Marketing, Development, and Box Office

Join us for a free professional development workshop on Wednesday, December 11! Based on the book [Breaking the Fifth Wall: Rethinking Arts Marketing for the 21st Century](#), this session will highlight the latest in CRM, website design, social media, and email marketing.

You'll learn:

- How best to leverage Facebook & Twitter
- Why email marketing is still your best marketing tool
- How to optimize your website for online ticket-buying
- Why CRM is critical to providing data driven marketing & better customer service



You'll walk out of the session with industry-proven techniques for better interactions, both with your patrons and amongst your staff.

Following the seminar, you are invited to stay for a 40-minute introductory demonstration of PatronManager CRM, Patron Technology's all-in-one ticketing, donor management, and email marketing system for arts organizations. By providing arts organizations with this revolutionary system, powered by salesforce.com, #1 on Forbes' "World's Most Innovative Companies" list for the last three years, Patron Technology empowers its clients to sell more tickets and raise more money. Furthermore, Patron Technology continues to invest back into PatronManager CRM product development, building more features and providing clients with even better technology as both they and the system grow. Patron Technology's partnerships with arts organizations to continue to develop this useful tool provide benefits both to the business and to the arts organizations. Find out how *your* arts organization can benefit!

Wednesday, December 11, 2013
9:30 a.m. - 12:00 p.m.
1 E. 53rd St., lobby auditorium
New York, NY 10022
FREE; advance registration is requested.

[Register.](#)

This workshop is supported, in part, by public funds from the New York City Department of Cultural Affairs, in partnership with the City Council, and by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

How to Work with Business Volunteers

Last July, ABC/NY and Christie's hosted *The Arts Assembly*, a volunteer fair to engage Christie's employees in arts volunteerism and relationship building. More than twenty arts organizations participated and developed short- and long-term volunteer projects to offer, both as a way to get valuable assistance *and* as a way to develop relationships with business professionals and their employer. By giving these volunteers a variety of ways to engage with their organizations, they created not only a pipeline of volunteers but also ambassadors for their organizations. Many of the volunteers who signed up that day have gone on to do additional work for those arts organizations and have introduced them to friends and colleagues; one volunteer even connected an arts organization with a new board member. The benefits of offering volunteer opportunities can go well beyond the task at hand!



Want to know how they did it, and how you can, too? ABC/NY will present examples and outcomes from *The Arts Assembly* on Wednesday, December 11, and you'll be able to hear from and talk with participants whose projects included drafting press releases, executing project design, and assisting with events.

Wednesday, December 11, 2013
6:00 - 8:00 p.m.
1 East 53rd Street, lobby auditorium
New York, NY 10022
\$10.00

[Register.](#)

This workshop is supported, in part, by public funds from the New York City Department of Cultural Affairs, in partnership with the City Council, and by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

ABC/NY Holiday Party

Join ABC/NY for our free Holiday Party, which will highlight the Business Volunteers for the Arts® program. Mix, mingle, and make merry with arts and business colleagues over food and drinks, and maybe forge your own arts-business partnership as arts organizations present their volunteer opportunities and pro bono consultants present their skills and interests.



Please contact [Stephanie Dockery](mailto:sdockery@artsandbusiness-ny.org) at [sdockery\(at\)artsandbusiness-ny\(dot\)org](mailto:sdockery@artsandbusiness-ny.org) if you would like to be featured as a potential volunteer, or if you would like to feature a well-crafted volunteer opportunity at your arts organization.

Monday, December 16, 2013
6:00 – 8:00 p.m.
1 East 53rd Street, lobby auditorium
New York, NY 10022
FREE; advance registration is requested.

[Register.](#)

American Girl Supports Arts Education

American Girl and Americans for the Arts are proud to announce the winners of the [2013 Elevate the Arts School Grant Contest](#), inspired by American Girl's 2013



Girl of the Year, Saige, an imaginative and spirited girl who turns her passions into action to save the arts at her school. The grants will support art programs at the following schools: Kerr Vance Academy in Henderson, NC; Columbia Elementary School in Brooklyn, MI; and Conant Elementary School in Bloomfield Hills, MI. The contest, which ran from January 1, 2013 to May 31, 2013, asked elementary art teachers and their students to creatively illustrate the importance of having art in their schools. "This contest was our way of helping shine a light on a very real issue facing many schools today—the reduction or loss of funding for their arts programming," said Jean McKenzie, executive vice president of American Girl.

Links We Like

[9 Things Extremely Successful People Do After Work](#)

Actually, it should be 10 things, including attending [ABC/NY's Holiday Party](#) on December 16!

Another thing extremely successful people do after work is also arts-related—see #5.

[Yes, and...What Improv Can Teach About Creativity and Collaboration](#)

Three key takeaways from a presentation by Chicago's Second City troupe.

[Singing Show Tunes Helps Fight Off Dementia, Alzheimer's Disease](#)

A recent research study found that those suffering from moderate to severe dementia did particularly well singing show tunes from movies and musicals such as "The Wizard of Oz," "The Sound of Music," and "Oklahoma!" in group settings and had a marked improvement in their remembering skills versus those who simply listened during the sing-alongs.



Want More?



Our Facebook page features even more news and amusements about the arts and business communities. You don't need to have an account to [view our page!](#)

You can also follow [ABC/NY on Twitter](#), for even more arts news with a business focus (or, if you prefer, business news with an arts focus!).

[@ArtsBizNY](#)

"It's not enough to be the best at what you do; you must be perceived to be the only one who does what you do."

—Jerry Garcia, The Grateful Dead

(HT to Sam Horn, "[The 7 Steps To Delivering A Mind-Blowing TED Talk](#)")

ABC/NY is the *only* NYC organization working to develop creative partnerships between the arts and business communities for the benefit of both. Please help us continue our work—[make a tax-deductible contribution](#) today!

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