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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.

Six Things Nonprofits Need to Know

After years of recession-battered budgets, nonprofits are finally getting good news: U.S. charitable donations appear to be rebounding. Corporate giving, in particular, increased a cumulative 14.7% since 2010, according to the [Giving USA Foundation](#). Here are [six trends](#) to understand to successfully engage corporate donors.



Arts-Business Partnership Spotlight

[Soho Rep.](#), a leading hub for innovative contemporary theater, has forged a strong partnership with [Souths](#), a local TriBeCa bar. Souths admires Soho Rep.'s mission to support distinctive, diverse, and pioneering theater, as the theater helps to creatively build up the neighborhood. The partnership began a few years ago when Soho Rep.

reached out to Souths to provide in-kind food and wine donations for the theater's opening and closing events, and has since grown to include a variety of other mutually beneficial elements. Souths was accustomed to helping other arts organizations, specifically The Flea Theater, Access Theater, and neighborhood galleries. While Souths' owners don't come from artistic backgrounds, they see the value in being associated with cultural organizations, particularly organizations that work towards community building. "I like having the theater so close while shows are running, as show attendees stop in afterwards. It's important for neighborhood organizations to support one another," said Johnny Griffin, co-owner of Souths since 2000.



The bar is very community oriented and recognizes the value of this partnership to their business: "Partnering with the arts is a good way to put your name out into the community, whether the business benefits directly or indirectly," said Johnny. Soho Rep. places advertisements for Souths in their programs; any show attendee who presents a program from Soho Rep. receives a 10% discount at Souths. Not only do 10-15 audience members come to Souths after every show, but the Soho Rep. staff sees Souths as a natural after-work spot, and the rotating companies of actors at Soho Rep. quickly learn that Souths is a friendly and welcoming spot. Soho Rep. has also hosted a board retreat and numerous "going away" parties there. Souths often provides additional discounts for the organization as they benefit greatly from all of the business the partnership generates.

Souths is also featured on Soho Rep.'s website, is spotlighted in the "day of event" e-blast suggestions the organization sends to show attendees, and is promoted in the rental package agreements Soho Rep. sends to potential renters; in turn, Souths allows Soho Rep. to place promotional materials inside the establishment.

Soho Rep. invites Souths' employees to attend performances *gratis* a few times per year, generating not only fuller houses but also valuable word of mouth. The atmosphere of Soho Rep. is very intimate, as there are only 73 seats in the house, and programming varies from season to season. The similarly flexible nature of Souths positions them as a perfect partner, as the bar is able to adapt to the organization's last-minute needs. Souths has seen the value of both the partnership and of the work Soho Rep. is doing, and their contributions now include not only in-kind donations of food and alcohol, but also an annual financial gift to the organization.

Souths has become like a second home to Soho Rep. Development manager Talia Corren thinks of it as a "comfortable and cozy place to feel like you're with family."

Congratulations to Souths and Soho Rep. on their creative partnership!

Check out [8 Reasons to Partner with the Arts](#) to find out more about how partnering with the arts makes good sense for businesses, and what arts organizations can offer potential business partners.

Do you have or know of an arts/business partnership you'd like us feature, locally and/or nationally? [Send us your stories!](#)

Arts Volunteering Success Stories

Last week, ABC/NY hosted *The Arts Assembly Workshop*, which featured volunteers from [Christie's](#) and founding executive directors Adarsh Alphons ([ProjectArt](#)) and Naomi Hersson-Ringskog ([No Longer Empty](#)), who participated in this past summer's arts volunteer fair. The discussion showcased methods for crafting successful volunteer projects and replicable relationship-building initiatives with the private sector.



Alexa Mendez and Sara Fendley, volunteers from Christie's, reported on the impact that volunteering had made upon both them and the arts organizations at which they volunteered. Alexa began working with ProjectArt by helping the organization present at the Dumbo Arts Festival. Since then, she has become a dedicated volunteer who has utilized her marketing experience to put the organization on Instagram, help with events, and connect Adarsh, ProjectArt's executive director, to her former colleague to create The Giving Party fundraiser. Sara and Alexa both volunteered with [Fourth Arts Block's](#) FAB Festival, creating and manning the organization's booth at this event, empowered to speak for the organization during its largest event of the year. They both continue to serve as ambassadors for Fourth Arts Block and ProjectArt and have since engaged additional colleagues and friends in these community-driven organizations.

Alexa Mendez, Sara Fendley, Stephanie Dockery (ABC/NY), and Naomi Hersson-Ringskog

Adarsh shared that Alexa has helped ProjectArt better communicate its mission and programs, and she's been a strong asset in getting others engaged in the organization. Naomi's volunteers brought high-level expertise to No Longer Empty (NLE); her volunteer, Stephen Jones, writes catalogues for Christie's and was formerly a reporter for BBC London. His expertise in the arts made him a perfect presenter for the [NLE Curatorial Lab](#), as he was positioned to share knowledge that the participating curators might not have accessed through their own research. Stephen's contributions helped generate more interest for NLE's programs. Another NLE volunteer, Rachel Orkin-Ramey, Business Director of Christie's Asian Art department, has financial expertise which Naomi utilized to get strategic planning advice. Rachel's volunteer work provided NLE with an opportunity to activate a dormant plan that had been in the pipeline; Rachel helped the organization bring capacity building to the forefront.

Both Adarsh and Naomi learned that when hosting a volunteer, it's important to designate a project timeline and have clear goals, which allow volunteers to have the most impact. Creating a detailed outline of each volunteer project forced the arts organizations to dedicate resources to volunteer opportunities, which then allowed them to fully utilize the volunteer's skills and time.

As important as it is to have a clearly defined volunteer project in mind, the panelists advised that arts organizations should take the time to really listen to their volunteers so that additional skills and interests can be identified and utilized. Adarsh didn't know that ProjectArt would benefit from an Instagram account, but Alexa not only recommended it, she created it for them! And it was through conversations with Stephen before he began

volunteering with NLE that Naomi was able to identify his particular strengths and talents that could be brought to bear.

Earlier this week, ABC/NY hosted a Holiday Party in conjunction with our first Business Volunteers for the Arts® Pitch Night. Arts organizations looking to host pro bono consultants presented volunteer opportunities, and individuals working in the private sector presented their skills, career background, and the various ways they could help arts organizations strengthen their business models. Networking before and after the presentations allowed for arts organizations to meet with potential Business Volunteers for the Arts® to generate in-person matches. Our first Pitch Night was a success, and ABC/NY will be hosting another in 2014!

Do you have or know of an arts volunteering story you'd like us feature, locally and/or nationally? [Send us your stories!](#)

This program 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.

Targeted Email Marketing Made Simple

Soho Rep., featured above in our arts-business partnership spotlight, helps Souths bar [enhance its brand and reach new customers](#) in part by including Souths in the

"day of event" e-blast suggestions they send to show attendees. Compiling a list of email addresses for the attendees of a given performance and sending them a targeted email sounds like a great idea—but a lot of work for eight shows a week! But it doesn't have to be a lot of work if you automate the process, generating lists that can be emailed to you or your marketing team daily, and sending an email to the entire list with just a couple of clicks. This is just one of the ways a CRM system can streamline your work and help you better serve your patrons. There are several CRM systems out there; [here's one we like](#), and you can get a free, personalized demo session to see if CRM is a good option for your organization.



Happy Holidays!



ABC/NY and Americans for the Arts wish you and your loved ones a very happy holiday season and a creative and prosperous 2014! Our offices will be closed from December 24 at 3:00 p.m. until Monday, January 6, 2014, but we will be checking and responding to emails during that period.

Links We Like

[Chocolate Meets Art](#)

This holiday season, ProjectArt and Jacques Torres Chocolate are teaming up to launch a special edition box of Chocolate Covered Malt Balls to bring free arts to kids. Proceeds from each box funds one art class for a child who is missing out, so it's great for the holidays, because it's more than a gift—it's an opportunity for kids. It's chocolate meets art. What could be better than that?



[7 Things the Ballet Can Teach Us About Work](#)

Many people celebrate the holiday season by taking in a performance of perennial favorite *The Nutcracker*. "Everything is beautiful at the ballet!" But that exquisite perfection is the result of a great deal of creative intelligence, effort and teamwork.

[10 Strategies for Increasing Your Creativity](#)

Are you a creative person? Most people like to think they are. But the fact is that we can all benefit from a boost to our creative juices.

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](#)

"I would maintain that thanks are the highest form of thought, and that gratitude is happiness doubled by wonder."

– GK Chesterton

Thank you to all our supporters who have helped ABC/NY make a difference by developing creative partnerships between the arts and business communities for the benefit of both this year. As you're planning your year end giving, please consider [making a tax-deductible contribution](#) today to help us do even more in 2014!

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