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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.

Business Speak—Can We Talk?

Learn trends in business support for the arts from the newly released [2013 BCA National Survey of Business Support for the Arts](#). This study explores how and why small, midsize, and large businesses partner with the arts. In this webinar, experts in corporate giving will discuss how these trends fit into the current landscape and how you can leverage this information.

Moderator: Maud Lyon, Executive Director, CultureSource

Panelists: Mark Shugoll, Chief Executive Officer, Shugoll Research;
Michael Stroik, Senior Research Analyst, Research and Measurement, CECP

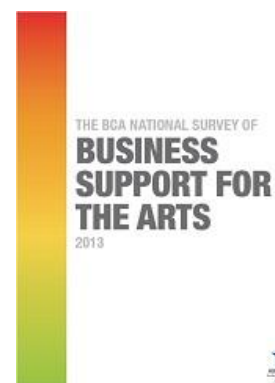
Business Speak—Can We Talk? Trends in Business Support for the Arts

Thursday, July 18, 2013

3:00 - 4:00 p.m.

FREE for Americans for the Arts members; regular price \$35.00

[REGISTER](#).



If you are a current Arts & Business Council of New York member and would like to attend this webinar for free, please contact Karen Zornow Leiding at kzleiding@artsandbusiness-ny.org.

This webinar is presented in partnership with Americans for the Arts. ABC/NY's professional development programming 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.

Powered by Community



[Registration](#) is now open for [the 2013 National Arts Marketing Project \(NAMP\) Conference](#), in Portland, OR. Learn the marketing strategies that your organization needs to revolutionize the way communities engage with your organization. Join us this November 8–11 in a city infused with a DIY sensibility and a strong collaborative spirit, where you'll gain the interactive tools and forward-thinking strategies needed to create a sense of community around your work.

Need more convincing? Check out [8 Reasons Why You Need to Drop Everything and Register for NAMP!](#)

Take Their Success Stories and Use Them!

This is an excerpt from a [blog post](#) by Brett Ashley Crawford Ph.D on the National Arts Marketing Project website:



Real stories from successful partnerships.

"[T]urn to your national service organizations for support and information. Take their data and success stories and use them to supplement your own stories and stimulate change. Every organization has seen evidence that the arts are one of the strongest economic drivers in the country and in our communities, but does every one of your patrons know this fact? We know the arts transform lives - we watch it every day. Tell the story of how the arts change the lives of your community members. Encourage them to share their stories with their friends. Share these stories with your local arts council as well as national service organizations. Help them lead the greater push for change.

"The arts are *transformational* and it is our job as arts marketers to communicate and deliver on that promise."

You can read real stories from successful arts/business partnerships at [the pARTnership Movement](#) website.

We want to feature *your* arts/business partnerships. [Send us your stories](#) and we'll try to shine a local and a national spotlight on your successes!

Have We Got a Volunteer for You!

ABC/NY currently has an abundance of highly skilled volunteers with experience in project management, law, accounting, budget consulting, marketing, event planning, and more! These individuals are eager to lend their expertise to our vast network of NYC arts organizations.



Please contact Stephanie Dockery at sdockery@artsusa.org to start a conversation about a specific project that your NYC nonprofit could use help with.

You can also fill out the [application for arts organizations](#) on [our website](#).

ABC/NY's volunteer development programming 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.

Intern Program Update

This week marks the halfway point for ABC/NY's Multicultural Arts Management Internship Program. Our eleven interns have attended four site visits, a performance of Manhattan Theatre Club's *Choir Boy*, and the [National High School Musical Theater Awards](#), aka the Jimmy Awards. The site visits have provided a glimpse into how other nonprofit organizations build audiences and funding. The interns have educated each other through their presentations at site visits: Sey spoke about building confidence when conducting outreach at Free Arts NYC; Marvin took us on a tour of the Lower East Side and spoke of "knowing your audience" when contacting artists



Interns (L to R) Jennifer, Briana, Marvin, Colby, and Leslie

during festival planning at Fourth Arts Block NYC. Cornelius brought us into Playwrights Horizons' 42nd Street space and spoke about his work creating a podcast for the theater company's marketing department. Ariel planned a town hall meeting in Williamsburg, Brooklyn for the Asian American Arts Alliance, and revealed her surprise at the details and time required when developing programs for their audience of Asian artists and arts organizations.

Throughout the dense ten-week period, our cohort becomes part of the community served by the Arts & Business Council of New York. Placed throughout four boroughs, each intern has a unique project and organization, from which their fellow interns learn. Reflections from the site visits have taught our interns the importance of partnerships with their fellow arts organizations as well as the business community. One intern discovered that she could advertise on a fellow organization's website!

The importance of arts partnerships is built into the program's ethos; the interns experience arts-business collaborations with Con Edison, as each mentor represents how to effectively stay engaged with the arts while pursuing a career outside of the cultural sphere. At a young age, our interns see that their love of the arts need not be limited to working within an organization, but also can be nurtured by serving as a volunteer, a board member, or a mentor.

For our continued adventures throughout NYC, please follow ABC/NY on Twitter [@ArtsBizNY](#) and "like" us on [Facebook](#)!

Lead funding for the Multicultural Arts Management Internship program is provided by Con Edison. This program is also supported, in part, by the Milton and Sally Avery Arts Foundation, 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.

The Happiness Summit

The research is clear—experiential purchases provide consumers with more incremental happiness than material purchases. So why should brands care? Come hear from a range of experts who will discuss this very question:

- Dr. Leaf Van Boven, Professor of Social Psychology, The University of Colorado Boulder
- Jeff Yang, SVP/Head of Multicultural Insights, The Futures Company
- Jim McCarthy, CEO, Goldstar
- Dr. Allyson Ocean, Oncologist, The New York-Presbyterian Hospital/Weill Cornell Medical Center
- Peter Mack, VP of Customer Experience & Innovation, Tough Mudder



Join us at The Happiness Summit, presented by Situation Interactive:

Tuesday, July 23, 2013

8:30 - 10:30 a.m.

Sign-in & refreshments will begin at 8:30 a.m.

The event will begin promptly at 9:00 a.m.

Carolines on Broadway

1626 Broadway, NYC (btw. 49th and 50th)

This event is free, but space is extremely limited and reservations are required. ABC/NY has a few tickets to share, though!

If you'd like to attend, please send your name, title, company, and email address to KZL@artsandbusiness-ny.org, with the subject line "happiness," no later than Friday, July 12, at 12:00 noon. Limit: one ticket request per person. Notifications will be sent out early next week.

The Corporate Social Impact Conference



The role of today's corporate philanthropy professional is expanding rapidly—your work is increasingly linked with key business strategies. Join your peers at [The Corporate Social Impact Conference](#) in Detroit this July 24-25, and explore the evolving nature of effective partnerships in the 21st century, including:

- Entrepreneurialism, creativity, and collaboration in urban community involvement
- Accessing multi-faceted financing options to accelerate impact
- Learning how philanthropic projects can drive innovation not only outside but also inside the corporation

Americans for the Arts President and CEO Robert L. Lynch will speak alongside arts leaders on the role of the arts in building better businesses and stronger communities. Don't miss these discussions with experts from business, non-profits, thought leaders in corporate social responsibility. You can register with a 25% discount if you use our special link: www.conference-board.org/socialimpact_afta and enter coupon code **DA1**.

The Cure for the Summertime Blues



The title of [this article](#) may be a tad optimistic, but it's true that cleaning up your data now, while things at the office are (supposedly) slower, will benefit your organization greatly when things *really* gear up in the fall. Among the suggestions we like are:

- Set up your database for your new fiscal year and any scheduled events.
 - Add new campaigns, funds, and other fundraising tracking data as needed.
 - Set up new saved or auto reports that will help you better track your year-to-date results.
 - Set up next year's events in your CRM system, or your event management software. (That way, your organization and staff don't have to worry about setting them up when you're in "frantic event planning mode.")
- Rewrite your standard emails and letters.
 - Take a look at your automated emails and donation thank you letters and update them with some new language about the great work that your organization is doing. Believe it or not, donors notice—and like—when these letters change.
- Write a guide to your database.
 - Policies and procedures are critical to maintaining a clean and useful database. Write an internal guide that is specific to *your* organization.

If you'd like to find out more about how your organization can implement a customized, affordable CRM system that will combine your donations, ticketing, emails and more, AND will allow you to set up automatic, customized reports that can be emailed to you and others on a regular basis, [click here](#).

Links We Like

[Quit Working Late: 8 Tips](#)

It's entirely possible to do your job well—and leave at a reasonable hour. It all comes down to how well you take control of your time.

[Should I Accept that LinkedIn Invitation?](#)

Also, should you *send* that LinkedIn invitation?

[7 Steps To Extraordinary Personal Productivity](#)

Steps to turning a normal workday into an extraordinarily productive workday.



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](#)

"Supporting the arts creates balance, sustains the cultural life of communities and offers opportunities for individuals of all ages to enjoy the arts. We are proud to help communities realize what's possible through the arts."

—Robert J. DeKoch, President and Chief Operating Officer, The Boldt Company

Please support the arts by investing in the work ABC/NY does to develop more creative partnerships between the arts and business communities. [Make a tax-deductible contribution](#) today!

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