



March 12, 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.

Come On, Get Happy!

ABC/NY's Emerging Leaders of New York Arts (ELNYA) is pleased to host a Happy Hour with theatre, dance, music, and visual arts students from the University of Texas at Austin. Share your stories and enjoy fantastic drink specials!

"The subterranean den has all the charm of an Irish shebeen: friendly bartenders and frothy pints of Guinness, but no shamrocks or other kitschy greenery. As a result, the young and hip pack the wooden tables and schoolhouse-style benches, and the low-key, all-are-welcome vibe invites locals to settle in and make new friends. An added bonus: \$6 pints and drink specials are ideal for "light wallets" or those on the 'scratch' (unemployment)." —New York Magazine



Thursday, March 14, 2013
6:30 - 8:30 p.m.
The Scratcher
209 E. 5th St.

New York, NY 10003

CLOSEST SUBWAY STOPS: 6 at Astor Place; N, R, W at 8th Street
No reservations—just stop by and join us!

Two Ways to Amp Up Your Volunteer Program

In April, ABC/NY will offer two free professional development opportunities, a workshop and a webinar, to help you build or enhance your volunteer program:



1. Building Relationships with Corporate Volunteer Programs

Corporate volunteer programs are an excellent source of skilled volunteers to assist in some of the more complex aspects of nonprofit arts operations. Join us for a special session in which the managers of corporate volunteer programs will explain how their programs work, the needs that they fill, how they choose the right nonprofit partners, and how interested nonprofits can go about cultivating relationships with these programs. The session will also provide an opportunity for nonprofits in attendance to meet the managers of these volunteer programs and begin the relationship-building process.

Speakers:

- Thomas Knowlton; Partner and Director of Corporate Services, New York; TCC Group
- Julie Simpson, Director of Nonprofit Services, TCC Group
- Corporate Volunteer Programs Representatives (TBD)

Tuesday, April 23, 2013

10:00 a.m. - 12:00 p.m. (Check-in begins at 9:30 a.m.; the program will start promptly at 10:00.)

The Foundation Center

79 Fifth Ave., 2nd Fl. (bet. 15th & 16th Sts.)

New York, NY 10003

FREE

[Register](#)

This workshop is presented in partnership with the Foundation Center.

2. Strategies on How to Build and Fund Successful Volunteer Programs

Businesses often promote volunteerism as one of the key elements of employee engagement and arts organizations are looking for ways to increase involvement with skilled volunteers. Learn practical strategies on how to build and fund a successful volunteer program in your community.

Thursday, April 25, 2013

3:00 - 4:00 p.m.

This webinar is free to ABC/NY members and to all our New York constituents.

To register, click on the webinar's title above and follow these steps:

1. Click on the "Add To Cart" button at the bottom of the page.
2. On the next page, select the button "Americans for the Arts Members." In the box for "Email Address" type in **ABCNY13** (this is case-sensitive). Click "Check Out."

3. Enter your information in the required fields. Click "Submit Registration." You will receive an automatic e-mail with directions on how to log into the webinar on the day of the event. SAVE THIS E-MAIL. This e-mail will include the URL and a password that you should use on the day of the webinar.

Questions? Contact Karen Zornow Leiding, kzleiding@artsandbusiness-ny.org or (212) 279-5910 x1126.

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.

How to Retain Donors

Donor Retention: Keep Your Supporters for the Long Haul

Cultivating a new donor is only half the battle; how do you keep donors once you have them? Statistics show that 6 of 10 donors do not give past the first year, but with the right techniques, you can learn how to retain donors long after their initial contribution. This workshop will cover 'donor-centric' and 'mission-centric' communication and provide practical advice for clear communication with donors, along with suggestions on understanding the identifying characteristics of each donor demographic, and tips for 'speaking to your donors where they are.'



Ideas to fund your mission

Presenter: Marti Fischer, [Marti Fischer Grant Services, LLC](#)

Wednesday, May 15, 2013

10:00 a.m. - 12:00 p.m. (Check-in begins at 9:30 a.m.; the program will start promptly at 10:00.)

The Foundation Center
79 Fifth Ave., 2nd Fl. (bet. 15th & 16th Sts.)
New York, NY 10003
FREE

[Register](#)

This workshop is presented in partnership with the Foundation Center and is supported 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.

ELNYA Culture Club: Wynton Marsalis

- Do you love jazz performance?
- Are you eager to connect with other arts professionals in NYC?
- Would you like to participate in an exclusive evening at Lincoln Center for the Performing Arts?

Join the Emerging Leaders of New York Arts (ELNYA) for an evening with Wynton Marsalis and conductor Alan Gilbert. We



are offering discounted tickets to this highly sought-after event. Buy tickets to meet new people, enjoy music, or give as a gift to the special person in your life!

This event has already SOLD OUT at the box office; only ELNYA has tickets available!

Thursday, May 30, 2013

6:45 p.m. (ELNYA group will meet in the lobby at 6:00 p.m.)

Lincoln Center for the Performing Arts

Avery Fisher Hall

\$41.00

[Directions and visitor info](#)

[Purchase tickets.](#)

pARTnership Tool-kit

The pARTnership Movement is an initiative from Americans for the Arts to reach business leaders with the message that partnering with the arts can build their competitive advantage. The website offers ideas and tools for both arts organizations and businesses. Check out the newest resource, a tool-kit entitled *Business Speak: Can We Talk?*, based on the recent webinar of the same name. Learn about the [8 key drivers](#) for business partnerships with the arts. Some of the reasons may resonate more than others with a specific business or community, but this tool-kit will help make you aware of a range of options you might consider when meeting with a business.



Affordable Art Fair

The [Affordable Art Fair](#) will showcase 84 galleries over two floors at the Metropolitan Pavilion in Chelsea from April 3 - 7, and again this year, ABC/NY has your ticket for complimentary admission.

The Affordable Art Fair offers a diverse array of affordable contemporary art. While the majority of exhibiting galleries will be from the United States, one-third will be internationally sourced—almost 10% of the fair will comprise a new influx of galleries from Korea, China, and Japan. Featuring original paintings, prints, sculptures, and photographs, the Fair's prices range from \$100 - \$10,000, with the majority of work priced under \$5,000. [See you at the Fair!](#)



April 3 - 7, 2013 (April 3 is reserved for a private preview)

Metropolitan Pavilion

125 W. 18th Street

New York, NY 10011

General Admission:

Thursday, April 4 11:00 a.m. – 8:00 p.m.

Friday, April 5 11:00 a.m. – 8:00 p.m.

Saturday, April 6 11:00 a.m. – 8:00 p.m.

Sunday, April 7 11:00 a.m. – 5:00 p.m.

[Register here for your complimentary admission pass.](#)

25 Handy (and Free!) Web Tools

Patron Technology is offering a [free guide to the best \(free\) web tools](#) they use in their own office to run their business. This comprehensive guide is divided into three sections:

- Sharing: ways to share content with colleagues and friends
- Productivity: tools to help you do your job more efficiently
- Fun: tools to help you just get through the day



We suspect there will be at least one free tool you aren't aware of and that you will want to start using right away. [Let us know](#) which one is your top pick, and let us know if you have any others to recommend!

Patron Technology is at the leading edge of arts + technology, and their PatronManager CRM system can help you integrate your organization's ticketing, donations, e-mail, and more, at little or no cost. Find out more or sign up for a free demo by clicking [here](#).

Links We Like

[Relax! You'll Be More Productive](#)

More and more of us find ourselves unable to juggle overwhelming demands and maintain a seemingly unsustainable pace. Paradoxically, the best way to get more done may be to spend more time doing less.



[How to Start Conversations That Make Instant Connections](#)

Step number one is *relax* (see above!).

Dancing Makes You Smarter

Did you know that dancing makes you smarter? Find out how on our [Facebook](#) page (see March 8 post), where we share news and amusements you won't see in our newsletters—you don't need to have an account to [view our page](#)!



"Consume less; share better."
—Hervé Kempf

Please support our work in volunteer, leadership, and professional development for arts organizations of every size and discipline throughout NYC. [Make a tax-deductible contribution](#) today!

DONATE NOW

patronMAIL