



April 5, 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.

Arts Advocacy Day Online!

Can't make it to D.C. next week for Arts Advocacy Day? You can still participate in the event virtually on both Monday and Tuesday:

This year's [Nancy Hanks Lecture](#), by acclaimed cellist and arts educator Yo-Yo Ma, will take place at the John F. Kennedy Center for the Performing Arts on **Monday, April 8, at 6:30 p.m. EDT**. While all the free tickets are now gone, you can watch live online! Google will be livestreaming the lecture beginning at 6:30 pm online at [Americans for the Arts' YouTube channel](#).

On **Tuesday, April 9, at 10:30 a.m. EDT**, Yo-Yo Ma will take a break from his Arts Advocacy Day visits with Congress to participate in a Google Hangout (aka video chat) about arts education. To watch the Google Hangout, visit [Americans for the Arts' YouTube channel](#). The Hangout will be moderated by Americans for the Arts President and CEO Bob Lynch.



Questions for the Google Hangout can be submitted in advance by tweeting them with the **#AskYoYo** hashtag or by emailing artseducation@artsusa.org.

ELNYA Events

Culture Club at Symphony Space

Selected Shorts: Etgar Keret & Gary Shteyngart

Strange situations, kooky misunderstandings, the world turned around and upside down and just the way it is. Stay tuned for some hilarity when these friends and fellow comic writers team up. Readers include Willem Dafoe (*The English Patient*, *Spider-Man 3*), Parker Posey (*Price Check*, *Louie*) and Alex Karpovsky (HBO's *Girls*, *Rubberneck*). Hosted by BD Wong. Come early or stay late to enjoy cocktails, snacks, and small plates with ELNYA at [Bar Thalia](#).



Wednesday, April 17, 2013

7:30 p.m.

Symphony Space

2537 Broadway (at 95th St.)

New York, NY 10025

Regular price: \$28

ABC/NY price: \$15 (use code ELNYA)

[Click here for tickets and more information.](#)

Happy Hour in Cobble Hill

Whether we're raising a glass to warmer weather or drowning our sorrows as the cold weather lingers, join Emerging Leaders of New York Arts for a happy hour at one of New York's [best new beer bars](#), which "doubles as an unofficial clubhouse for Brooklyn's DIY artisans."

Tuesday, April 23, 2013

6:30 - 8:00 p.m.

61 Local

61 Bergen St. (between Smith St. and Boerum Place)

Brooklyn, NY 11201

(subway: F or G to Bergen Street)

FREE, but [RSVP](#) so we can give a head count to the venue.

Emerging Leaders of New York Arts (ELNYA) 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.

Volunteer Resources

This month, 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 from American Express, Con Edison, and more

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.

Art Museum Blockbusters: Myths, Facts, and Their Future

Join us for a discussion about the pros and cons of blockbuster exhibitions and the impact they have on the museums that present them. Topics will include the true costs of such exhibitions and how they are calculated and reported; the connection between "hit shows" and museum membership; the effect of large loan exhibitions on traditional relationships among museums; the educational value of crowd-pleasing shows for the general public; and the blockbuster's ongoing viability, especially in financially troubled times.



This panel discussion is part of the American Federation of Arts' series *ArtViews*—lively discussions on critical issues in the museum world. Last fall's event sold out weeks in advance, so get your tickets now!

Moderator: Maxwell Anderson, Eugene McDermott Director of the Dallas Museum of Art

Panelists:

Aaron Betsky: Director, Cincinnati Art Museum

Nathalie Bondil: Director and Chief Curator, Montreal Museum of Fine Arts

Glenn D. Lowry: Director, The Museum of Modern Art

Olga Viso: Executive Director, Walker Art Center

Wednesday, May 8, 2013

4:00 – 6:00 p.m. panel discussion
6:00 - 7:00 p.m. reception
Celeste Bartos Auditorium at the Museum of Modern Art
4 W. 54th St.
New York, NY 10019

Regular price: \$20
ABC/NY price: \$15
Members of AFA and/or AAMD, and students with valid ID may also purchase tickets for \$15.

"Art Museum Blockbusters: Myths, Facts, and Their Future" is organized by the American Federation of Arts in association with the Arts and Business Council of New York and the Association of Art Museum Directors. The AFA is grateful to Sotheby's for generous sponsorship of this program. 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.

An Evening with Wynton Marsalis



- Do you love jazz performance?
- Are you eager to connect with other arts professionals?
- 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.](#)

ELNYA 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.

Good to Great: Free Tips for Your Arts Website

What's the difference between a good arts website and a great one? Patron Technology is offering a free whitepaper, *Great Arts Websites: Getting the Fundamentals Right*, on best practices for ensuring that your website offers your patrons the best possible online experience. Highlights include:

- What content to put right up front
- Why “capturing the experience” matters the most
- How “staking a unique claim” helps your site stand out



This information is based on data from a national survey and focus group of arts patrons.

[Download the free whitepaper now](#) and find out what arts patrons want and how your website can deliver it!

Patron Technology is an industry leader in data-driven arts management best practices, 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

[Nonprofit Salary Survey Report 2012](#)

PNP's annual Nonprofit Salary Survey Report lists 2012 salaries and 2013 hiring trends in the sector. Organizations are planning to add staff in 2013 in the areas of Programs, Fundraising and Marketing.



[Five Suggestions for Successful Job Hunting and Fundraising](#)

Job seekers and fundraisers have much in common. These five suggestions may help both groups be more successful in their endeavors.

[10 Bad Habits That Can Harm Your Career](#)

Plus 10 'Sit Up Straight' exercises to de-slump your career.

Is An MFA The New MBA?

Find out what business leaders might consider in tapping talent from the creative economy, on our [Facebook](#) page (see March 29 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!](#)



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