



May 14, 2013

In This Issue:

How to Retain Donors

State of the Arts Ecosystem

State of the Sector

Crain's New York Business Breakfasts

Making the Ask

Arts + Business = Success!

Links We Like

"The more that you read..."

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.

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.

State of the Arts Ecosystem

Join ABC/NY's Emerging Leaders of New York Arts (ELNYA) to explore recent and emerging trends in arts philanthropy and cultural policy in NYC and across the country. We'll unpack the complex questions surrounding these important issues, learn about the approaches of various institutions, and examine the roles they play, individually and collectively, in shaping our cultural landscape.



No matter what area of the arts you work in, this conversation affects you! Don't miss this rare opportunity to engage in a spirited discussion with our panel of experts and your peers.

Panelists:

- Caron Atlas, Director, Arts & Democracy Project & Co-Director, NOCD-NY
- Jamie Bennett, Chief of Staff & Director of Public Affairs, NEA
- Paul Nagle, Executive Director, Cultural Strategies Initiative
- Edwin Torres, Associate Director of New York City Opportunities Fund & Innovation, Rockefeller Foundation

Moderator: Jacqueline Davis, Executive Director, New York Public Library for the Performing Arts

Thursday, May 16, 2013

7:00 p.m.

Issue Project Room

22 Boerum Place

Brooklyn, New York 11201

FREE

[Register](#)

Emerging Leaders of New York Arts (ELNYA) 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.

State of the Sector

The Nonprofit Finance Fund has released its fifth annual State of the Nonprofit Sector Survey, generously supported by the Bank of America Charitable Foundation. The data provide a wealth of information about how arts and culture organizations are managing through an unprecedented time of economic and artistic flux. Current trends point to lasting changes in the way the sector operates and is funded.



The [arts-specific survey results are available in their entirety here](#). You can also check out their [online Survey Analyzer](#), where you can further filter the data by state, sector, operating expense, and other dimensions.

Crain's New York Business Breakfasts

Join ABC/NY at two upcoming *Crain's New York Business* breakfast events:



On June 3, the Arts & Culture breakfast **Hollywood East** will offer a forum that will explore how the city is keeping New York's film industry in blockbuster territory. With the 30% state tax credit, New York is on track to have a record year for film and television production. The city is so busy, in fact, that all of the studio owners are racing to build more soundstages, and the city is actively trying to train more workers for this business. The discussion will focus on the booming industry, the plans to expand, and the possible pitfalls that could derail growth.

Panelists:

- Commissioner Katherine Oliver, New York City Mayor's Office of Media and Entertainment
- John Polson, Tropfest founder/*Elementary* co-Executive Producer
- Jane Rosenthal, Producer/CEO, Tribeca Enterprises (Tribeca Film Festival)
- Alan Suna, CEO, Silvercup Studios

Moderator: Glenn Coleman, Editor, *Crain's New York Business*

Monday, June 3, 2013

8:30 - 9:00 a.m.: Networking Breakfast

9:00 - 10:30 a.m.: Program

Con Edison Conference Center

4 Irving Place at E. 14th Street

New York, NY 10003

[Map and directions](#)

ABC/NY will be hosting a table at this event. If you'd like to sit up front with us, please reserve your ticket through ABC/NY, as we cannot otherwise guarantee your seat locations.

\$75 for individual tickets if registered with ABC/NY by 12:00 noon on Friday, May 17, 2013 (regular price \$80).

[To purchase your seat\(s\) at the ABC/NY table, please click here.](#)

General seating (seats not at the ABC/NY table) can be purchased at the [Crain's website](#).

Crain's will launch its "Business of" series on June 18 with ***Running a Nonprofit as a Business***. This panel discussion will explore how nonprofits are running their organizations in today's competitive marketplace: business models, staffing, and marketing are all changing as a result of a challenging economy. Hear from NYC-based organizations on their successes and what challenges lie ahead as they compete in the crowded market.

Panelists:

- Richard Buery, President & CEO, Children's Aid Society
- Donald Distasio, EVP & Operating Officer, American Cancer Society
- Christine McMahon, President and Chief Executive Officer, Fedcap
- Beth Shapiro, Executive Director, Citymeals-on-Wheels

Tuesday, June 18, 2013

8:00 - 9:30 a.m.

John Jay College of Criminal Justice

899 10th Avenue

New York, NY 10019

[Map and directions](#)

ABC/NY will be hosting reserved seating at this event. If you'd like to sit up front with us, please reserve your ticket through ABC/NY, as we cannot otherwise guarantee your seat locations.

\$70 for individual tickets if registered with ABC/NY by 12:00 noon on Friday, May 31, 2013 (regular price \$80).

[To purchase your reserved seat\(s\) with ABC/NY, please click here.](#)

General seating (not with ABC/NY) can be purchased at the [Crain's website](#).

Making the Ask

When approaching individual donors, it's normal to be anxious about asking directly for a gift, but asking for money doesn't have to be scary. Quell your trepidation in our workshop, in which our expert panelist will provide a framework to help take the fear out of fundraising. Learn how to navigate the cultivation process, how to choose the right time to request a donation, and how to maximize the odds of a successful ask.



Presenters: Marti Fischer, Marti Fischer Grant Services, LLC; Jean Haynes, CFRE

Wednesday, June 26, 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.

Arts + Business = Success!

This month, global clothing retailer UNIQLO, in partnership with The Museum of Modern Art (MoMA), will become the exclusive, multi-year, corporate sponsor of MoMA's Free Friday Night program, which provides free public access to the Museum and all exhibitions from 4:00pm to 8:00pm, every Friday, throughout the year.



"MoMA is my favorite museum in the world," said Tadashi Yanai, chairman, president & CEO of Fast Retailing, the parent organization of the UNIQLO brand. "I am very pleased that we could open our UNIQLO flagship store on the same street as MoMA in New York City...I hope that together we can grow and deepen our relationships with the general public, and that the UNIQLO sponsorship can give even greater access to people from all around the world to visit such a leading international museum." [Read more.](#)

This is one of many arts & business [success stories](#) inspired by [the pARTnership Movement](#). [Send us your stories](#) so we can spread the word about the great partnerships happening here in NYC!

Links We Like

[11 Tips for Making Nonprofit Press Releases Social and Shareable](#)

Social media has forever changed how nonprofits and journalists distribute and consume news stories, yet the format of nonprofit press releases has not evolved at all.

[The Mind-Body Benefit of Artistic Stimulation](#)

A soon-to-be published study affirms the health benefits of arts therapies when applied to early dementia sufferers.

[The New Math of Giving](#)

How \$5 does more than a \$40,000-per-plate fundraiser.



"The more that you read..."



"...the more things you will know. The more that you learn, the more places you'll go." (Dr. Seuss)

An actor walks into a bar (May 7)...want to know the punchline? Advice from TRG on getting first-time customers to return (May 7), the daily rituals of the world's most creative people (May 10), and more, all on our [Facebook](#) page, 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!](#)

And now you can 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](#)

"Making money is art and working is art and good business is the best art."
—Andy Warhol

ABC/NY works at the art of developing more creative partnerships between the arts and business communities. Please support us in our work in volunteer, leadership, and professional development. [Make a tax-deductible contribution](#) today!

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