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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.

How to Succeed in Nonprofit Business



You may not be able to do it "[without really trying](#)," but you *can* do it! This is your last chance to sign up to join ABC/NY and *Crain's New York Business* for *Running a Nonprofit as a Business*, a panel discussion that 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, June 14, 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](#).

How to Partner with Small & Midsize Businesses

Did you know that in 2009, 69 percent of business support for the arts came from businesses with annual revenues of less than \$1 million dollars, and that another 24 percent came from businesses with less than \$50 million in annual revenue? And that 56 percent of the surveyed companies reported that they'd never been asked to support an arts organization*?



ABC/NY, in partnership with Americans for the Arts, is offering a **free teleconference** to teach you how to tap into these opportunities and develop lasting and mutually beneficial partnerships with small and midsize businesses. These partnerships are happening all over the country—join us to learn how we can create more of them in New York!

Tuesday, June 25, 2013

4:00 - 5:00 p.m. EDT

Call-in Number: (605) 475-4825, Participant Code: 255988#

FREE

Moderator: Victoria Kappel, Executive Director of Chenango Arts Council, Norwich, NY

[The pARTnership Movement](#) highlights arts & business [success stories](#) and offers tools and tips to create your own. [Send us your stories](#) so we can spread the word about the great partnerships happening here in NYC!

**The BCA Report: 2010 National Survey of Business Support 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.

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 experts 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; 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, 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.

Business Volunteers for the Arts

New York City is sitting pretty: It is the world's most competitive city and will remain at the top of a global list of cities at least through 2025, according to a new analysis, [reports Crain's New York Business](#). One of the things that makes NYC such an attractive place for businesses is its breadth and diversity of arts and cultural organizations. Business professionals want to connect with the arts—and ABC/NY aims to help facilitate those partnerships!



Is your arts organization looking for volunteer help using individual, skills-based or team volunteers? ABC/NY is reinvigorating its Business Volunteers for the Arts program, and now is the time to talk with us about finding business professionals to help advance your fundraising, marketing, accounting, legal, consulting, social media, and other work. We match volunteers to your organization; you provide rich experiences engaging with the arts. We are encouraging submissions for individual and team volunteer opportunities. Please see our [application for arts organizations](#) on [our website](#).

If you have any questions or would like to discuss opportunities, please contact Stephanie Dockery at sdockery@artsusa.org.

ELNYA Goes for a Wyn-Win

On Thursday, May 30, twenty ELNYAns ventured to Lincoln Center for their latest installment of *Culture Club*, at the NY Philharmonic. Wynton Marsalis and his band, *Wynton and the Jazz*, performed six movements written by Marsalis and conducted by Alan Gilbert. Collaborations often produce exciting and unexpected work, and this was no exception. The Philharmonic's orchestra and Wynton's band filled Avery Fischer Hall with spirited cacophony, momentarily transporting the melodies of New Orleans to NYC. During the concert, the world-renowned Marsalis remained seated among the other musicians, visually blending in as just one of many musicians working together to create symphonic sound.



After the show, the ELNYA group was escorted backstage to meet Marsalis. For nearly an hour he eagerly discussed the friendships he's made through performance, the genius of Ken Burns (the two collaborated on the film *Prohibition*), founding Jazz at Lincoln Center, and the camaraderie within the artistic community.

"Jazz should be applied to arts administration—if you understand your entire organization, then you have freedom within your department to work and create," he explained. Knowing the budgets and detailed work of every other department helps you better understand your piece within the organizational puzzle. In jazz, musicians must wholly understand music before improvising. Marsalis noted that, "If you listen to jazz between the years of 1935 and 1960, you never hear a musician miss a key change—not Louis Armstrong, not Charlie Parker." When asked how he stepped away from administrative details, he responded, "I don't like to. I have to, but I don't like to...the higher up you get the less you see [administratively], but you get a better view of the bigger picture." After spending time with the brilliant, yet down to earth maestro, Marsalis indulged the group with photos, which will be treasured as much as his wisdom.

Want to know more about ELNYA? Want to join in an upcoming event? Check out [ELNYA's website](#), which, like its programming, is peer-managed and provides great opportunities for professional growth.

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.

How Many Lawyers Does It Take to Put on a Show?

[The Guthrie Theater](#) in Minneapolis is putting that question to the test, teaching law professionals the importance of being a “performer” and how it translates back to the workplace.

The Guthrie Theater has been an active proponent of arts-based training—staff development programs delivered using the arts, such as painting, dance, or, in The Guthrie’s case, theater. The Guthrie’s Continuing Legal Education (CLE) program is one such arts-based training program that the theater provides, combining resources from the actor’s toolbox with classes that touch widely into the fields of business and law.



Photo credit: Brandi Freitas

For many lawyers, CLE is an annual obligation evoking long-winded days spent in uninspired classrooms. The Guthrie, however, seeks to deliver CLE to attorneys in innovative and engaging ways. With both live and online offerings in partnership with [ShowCourse](#) (headed by attorney and actor Chris Carlson), The Guthrie’s CLE courses address abstract legal issues through staged readings of scenes from plays and actual legal transcripts. ([Read more.](#))

Managing Your Constituents in the Cloud

Cloud-based software might seem like a new concept, but it’s not—it’s the evolution of software accessed over the Internet, which we’ve used in one form or another for a decade or more. For some nonprofits, however, the mindset with which they approach the software has changed. Cloud solutions provide nonprofits with the opportunity to outsource something—like the maintenance of servers and software—that may not be their organization’s core competency. For membership organizations, especially small groups that rely heavily on volunteers to help with administration, [there are a number of advantages to using “cloud-based” or hosted solutions.](#)



Arts nonprofits have more options than ever before to integrate their reams of customer data and move it all to “the cloud,” where it can be accessed from anywhere, any time. You can get an overview of one option we like [here](#). Got questions? We can help. We didn’t used to know anything about managing constituents in the cloud, either. It only *sounds* daunting.

Links We Like

[4 Great Leadership Lessons from the Arts](#)

Math and science are noble endeavors, but real leadership is taught in the arts. Here are four powerful lessons taught best by artists.

[The Surprisingly Simple Productivity Time Saver](#)

The Pomodoro Technique (named after the Italian word for tomato).



You Won't Finish This Article



And your readers are likely not finishing your articles, either. Find out why on our [Facebook](#) page (June 11), 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!](#)

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](#)

"The highest of distinctions is to serve others."

—King George IV

You can serve others directly, AND you can serve the organizations that serve hundreds of other arts organizations across NYC and around NY state. Please invest 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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