



May 29, 2013

In This Issue:

Annual Convention Early Registration Deadline

Running a Nonprofit as a Business

Making the Ask

But How Do I Partner?

Links We Like

Reduce Churn and Build Patron Loyalty

Coming Home

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.

Annual Convention Early Registration Deadline



Join more than 1,000 arts and community leaders at the [Americans for the Arts Annual Convention](#), June 14-16 in Pittsburgh, as we share innovative ways leaders are using the arts to build communities. Strategize how we can better communicate the essential impact that the arts offer to generate understanding and support for years to come.

The Convention is preceded by [three preconferences](#) (Emerging Leaders; Public Art Network; and Arts, Entertainment and Cultural Districts) and overlaps in Pittsburgh with the Three Rivers Arts Festival and Gay Pride.

The last chance to register for the Annual Convention at a discount is fast approaching—you must [register by this Friday, May 31](#), to receive Advanced Registration savings of up to \$75. After May 31, online registration closes, rates increase, and you'll need to register onsite in Pittsburgh.

Running a Nonprofit as a Business



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](#).

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.

But How Do I Partner?

You've done it. You've decided as a business or arts professional that you are fully ready to take the plunge and immerse yourself in The pARTnership Movement. Kudos—we welcome you into our pool of resources! (No splashing, please.)



At the same time, you're wondering, "But how do I pARTner...?" It's OK. Don't get overstressed like this guy. Take a deep breath and count to 10. The pARTnership Movement is here to help, with [a primer on arts and business partnerships!](#)

[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!

Links We Like

[8 Things Productive People Do During the Workday](#)

Contrary to popular belief, simply checking tasks off your to-do list isn't really an indication of productivity.



[Forget The Mission Statement. What's Your Mission Question?](#)

Most companies articulate their missions by way of formal "statements." But often they're banal pronouncements or debatable assertions that don't offer much help in trying to gauge whether a company is actually living up to a larger goal or purpose.

Reduce Churn and Build Patron Loyalty



Arts organizations (and businesses!) can reduce churn and build patron loyalty by adopting CRM (customer relationship management), which is both a philosophy of one-to-one marketing to customers and the technology that makes it possible. A CRM system integrates disparate activities (such as box office ticketing, fundraising, marketing, and your main customer database) that used to be in separate systems.

Patron Technology is offering a free whitepaper that will help you understand why CRM represents the next generation of technology for ticket-selling organizations, and shows how CRM will enable your organization to achieve six important business objectives quickly and easily.

Implementing CRM is easier—and more affordable—than you might think. Read [Six Ways CRM Will Revolutionize Your Business](#) to find out how you can start using CRM in your arts organization.

Coming Home



Did you see last Thursday's Google Doodle? It was the winner of a contest whose theme was "My Best Day," and it depicted a poignant moment through a blend of human images and iconic letters. You can see the doodle, and read the story behind it, 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!](#)

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 most common money-related mistake artists make is a reluctance to invest in their own careers."

—Caroll Michels

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!

DONATE NOW

This e-mail was sent
from Arts & Business
Council of New York
Immediate removal
with PatronMail®
[SecureUnsubscribe.](#)

patronMAIL