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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. [View our upcoming events!](#)

Beyond Sponsorships

In their research report [Arts and Business: Partnerships That Work](#), the Australia Business Arts Foundation (AbaF) and the Australia Council investigated the attitudes of corporate decision makers towards arts sponsorships and partnerships. The report includes information on what businesses seek from the arts, key benefits of arts partnerships for businesses, and challenges for business-arts partnerships.



According to the report, "Sixty percent of the sponsors surveyed acknowledged there was a difference between a sponsorship and a partnership, with a partnership the desired relationship for these companies. Sponsorships are increasingly seen as the giving of money for a branding exercise, whereas partnerships are seen as a two-way benefit for two organisations—'working together towards a common cause'. In order to achieve this, sponsors look to develop a working relationship with their arts partners, ensuring that key outcomes are achieved for both parties throughout the life of the partnership."

[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. Check out our [toolbox for arts groups](#), [find an arts partner](#), read [real stories from successful partnerships](#), and more to help you get started!

Think Local: Focus on Small Businesses for Support

The [2013 BCA National Survey of Business Support to the Arts](#) found that 47% of the total business contributions to the arts in 2012 came from small businesses, followed by 35% and 18% from mid-sized and large companies, respectively. In a recent podcast episode of [Fundraising Fundamentals](#), Linda Lysakowski, fundraising consultant and author of *Raise More Money From Your Business Community*, discussed why nonprofits should consider seeking the support of small to midsize companies and how groups can build ties to business owners. Smaller companies, she reports, are actually more generous than larger companies. "What you need to do is think about not so much where the money is, but how do you get to the money, and what are your relationships with those companies?" You might be surprised at how easy it is to make connections at local businesses, who are often heavily invested in supporting their communities.



You can download the free ten-minute podcast [here](#).

Why You Should Run Your Business Like a Nonprofit

As [a recent article in Forbes](#) asserts that, "Strong, well-run nonprofit organizations have adopted many best practices from business. They know that good management and strategically deployed resources help them gain market respect, donor confidence, and public support. But the attention rarely goes in the opposite direction. Most for-profit companies just don't see what nonprofits do as relevant to making a profit. Instead, they look to competitors, admired firms, management gurus, and business schools for inspiration. Yet in a world of fast-diminishing customer and employee loyalty, for-profits can learn substantial lessons from nonprofits in three areas: identifying and serving an irresistible mission that emphasizes a higher purpose; cultivating passionate employees; and keeping customers engaged and loyal. The practices of the best nonprofits in these areas are worth considering."

Nonprofit organizations are masters of "the intangibles" that keep volunteers engaged, and the best employees in the business sector are a lot like volunteers: "They have other options and can leave...Most businesses mistakenly assume that their most valued employees will stay put and stay happy if they pay them enough. But research indicates that salary is not the most effective motivator, and the cost of disengagement is high. A [2013 Gallup study](#) showed a direct link between employee engagement and shareholder return; companies where 90% of employees felt engaged had earnings per share 147% higher than their competitors in 2010 and 2011."

Businesses can benefit from partnering with the arts to increase employee engagement and for [a variety of other reasons](#). Arts organizations can develop mutually beneficial

partnerships with the business community when they understand that arts-business partnerships can be so much more than philanthropy. Each sector has a great deal to offer the other!

ABC/NY has developed, in collaboration with the business community, a menu of options for employee engagement through the arts, for individuals and teams, at arts venues and in business workplaces. We can help connect your business to the arts, and we can help connect your arts organization to the business community. Contact us to find out how we can help *you*!

ABC/NY's volunteer development programming is supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council.

Segment for Success

The [National Arts Marketing Project](#) is one of many experts who emphasize that [market segmentation is important](#). Segmenting your fundraising outreach is also important! Join ABC/NY for a free workshop that will explore how segmenting your marketing and fundraising outreach can help increase efficiency and effectiveness. You'll learn:

- What segmentation is and why it's more important than ever
- How targeted outreach can help you build and maintain long-lasting relationships with patrons
- Specific ideas that can maximize your ticket sales and donations
- Segmentation examples from outside of the arts, and how they can be applied to an arts organization

FREE BONUS SESSION:

Following the seminar, you are invited to learn about how PatronManager CRM can help you implement these segmentation strategies. PatronManager CRM is Patron Technology's all-in-one ticketing, donor management, and email marketing system for arts organizations.

Wednesday, March 26, 2014
9:30 a.m. - 12:00 p.m.
1 E. 53rd St., lobby auditorium
New York, NY 10022
FREE, but advance registration is required.
[Register](#).

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.

Now Hiring: ABC/NY Program Coordinator

Want to work with us? We are hiring an ABC/NY Program Coordinator to oversee programs and communications that promote creative partnerships between the arts and business communities, such as Business Volunteers for the Arts® and employee engagement through the arts, Emerging Leaders of New York (ELNYA), the Multicultural Arts Management Internship program, and professional development workshops and webinars for the arts and business communities. For more information and to apply, visit [this link](#).

Links We Like

[How to Ask Your Employer to Give Back](#)

What should you do if you want your company to make a substantial donation to the charity of your choice? Experts weigh in on the best, most professional ways here to ask for corporate support for your favorite charity.



[Why Should I Hire an Art History Major When I Can Hire a Finance Major?](#)

Here are three good reasons to hire an arts major over a finance major.

Want More?



Our Facebook page features even more news and amusements about the arts and business communities. 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](#)

"What we spend, we lose. What we keep will be left for others. What we give away will be ours forever."

- David McGee

Please show your support of our work by [making a tax-deductible contribution](#) today!

DONATE NOW