



Amplify Art

Crowd-Funding Program Guidelines

Grant Cycle FY2017 (Projects occurring between July 1, 2017 and June 30, 2018)

What is “Amplify Art”?

Amplify Art is a social media based crowd-funding program that leverages community support for and awareness of diverse creative projects happening in northeast Indiana. Amplify Art is made possible with support from 3Rivers Federal Credit Union.

Who does “Amplify Art” support?

Members of Arts United’s Regional Arts Advocates program are eligible to participate in the Amplify Art program. The Regional Arts Advocates program is a 60-member arts council of nonprofit organizations and government agencies located northeast Indiana: Adams, Allen, DeKalb, Huntington, Kosciusko, LaGrange, Miami, Noble, Steuben, Wabash, Wells and Whitley.

How does “Amplify Art” benefit my project?

Amplify Art is a fundraising platform designed to leverage community support for selected arts projects. Participants will receive:

- Seed funding of \$1,000
- Selected projects receive a dollar-for-dollar match from community member donations up to \$1,500 by **3Rivers Federal Credit Union**
- Online fundraising platform to mobilize more community support
- Visibility, promotion and PR
- List of donor names and addresses

How does “Amplify Art” work?

Donors give online to support selected projects during month-long mini-campaigns. All donations are made directly to Arts United. All donations are fully tax deductible. Arts United will honor the expressed purpose of each gift by directing dollars to the organization and project chosen by the donor.

How do I ensure the success of my campaign through “Amplify Art”?

Your job is to be your own best advocate. It is your responsibility to share news about your project via social media, email and other outlets. Keep donors informed about your campaign with regular communications. Photos, statistics, and testimonials are best practices for promoting your campaign. When the project is over, you are required to send a thank you to donors, either electronically or by mail.

How does Arts United ensure the success of my campaign through “Amplify Art”?

Arts United’s job is to provide a fundraising platform that makes it fun and easy for you to raise money. Arts United will work with project sponsors to provide matching grants to incentivize more giving for your projects. Arts United will manage the technology, post your project online, help promote your project on the Arts & Culture Forecast and social media, collect information about



your donors and send tax receipts to donors. At the end of the campaign, you will receive a check for the money raised during the campaign and a list of donors for your records.

How are “Amplify Art” projects selected?

A steering committee of community volunteers will review applications and select up to seven projects per grant cycle. Arts United’s Board of Directors will approve the steering committee’s recommendations. **Priority will be given to the following:**

- Projects that measurably increase community participation in arts and culture;
- Projects that incorporate an entrepreneurial, innovative or socially transformational approach;
- Projects that are proposed by an organization with an established community network and social media following; and
- Projects that are proposed by an organization with a track record of high accountability and success.

When are the grant cycles for FY2018?

	Cycle 1	Cycle 2
Applications due	August 15, 2017	March 1, 2018
Committee review	August 2017	March 2018
Board review	August 2017	March 2018
Applicants notified	August 2017	March 2018
Workshop	September 6, 2017	April 2018
Fundraising begins	October 1, 2017	May 1, 2018
Fundraising ends	October 31, 2017	May 31, 2018
Totals are announced	November 2017	June 2018
Checks are sent	November 2017	June 2018

Who benefits from “Amplify Art”?

Outcomes for Applicants:

- Greater community awareness and visibility
- Increased funding
- Increased donor base

Outcomes for Community:

- Greater awareness of and participation in diverse arts experiences
- Young leaders involved in philanthropy and empowered to make funding decisions
- Cultivation of next generation of arts leaders, donors and patrons
- Greater community attachment through more social and entertainment options, aesthetics and openness (Knight Foundation Soul of the Community, 2008-2010).

Outcomes for Arts United:

- Increased capacity to meet mission to “develop, coordinate and support arts efforts.”
- Increased capacity for primary constituents, nonprofit arts organizations, to serve the community.

APPLICATION INSTRUCTIONS

- **Cover Page** – *Please use the template on page 4.*
- **Project Description** – *Answer the following questions in order using no more than two pages.*
 1. Describe the proposed project. How will your project incorporate an entrepreneurial, innovative or socially transformational approach?
 2. Briefly describe your organization’s mission and vision. How will your project complement or advance your organization’s mission and vision?
 3. Describe your target audience(s) and explain how they will participate in your project
How will your project measurably increase community participation in arts and culture?
 4. Describe your organization’s current marketing, promotion, and social media efforts.
How do you plan to utilize the tools provided by the Amplify Art to promote your project through marketing and social media?
- **Support Materials**
 - Project budget and budget narrative
 - Current annual operating budget
 - IRS 501(c)(3) determination letter - *If you are working with a fiscal sponsor, include the sponsor organization’s IRS 501(c)(3) determination letter.*
 - Public Art Questionnaire –*Only required for public art projects.*
- **Workshop Notice**
 - Applicants will be notified if their project has been selected by August 31.
Representatives of selected projects will be required to attend a social media workshop on September 6, 2017 at 2 PM or on another date arranged with Arts United.

COVER PAGE TEMPLATE

ORGANIZATION INFORMATION

Organization's Legal Name	
Street Address	
City, State Zip	
Website	
Federal Identification Number	
Contact Name	
Contact Phone	
Contact E-Mail Address	
Fiscal Sponsor (if applicable)	
Fiscal Sponsor Contact Name	
Fiscal Sponsor Phone	
Fiscal Sponsor Email	

PROJECT OVERVIEW

Title of Project	
Start Date	
End Date	
Total Project Budget	
Total Number of Arts Activities	
Total Number of People Served	

AGREEMENT AND SIGNATURE

The undersigned certifies that he/she is a principal officer of the organization and certifies that the information contained in this application is true and correct, and that the expenditures will be incurred solely for the purpose of the above grant and that the organization will comply with the Amplify Art grant agreement.

Name of Authorizing Official	
Title of Authorizing Official	
Signature	
Date	

PROJECT DEMOGRAPHICS TEMPLATE

Please include the estimated number of project participants in each category.

Demographics	Patrons	Artists	Board	Volun- teers	Staff
American Indian/Alaskan Native					
Asian					
Black/African American					
Hispanic/Latino					
Native Hawaiian/Pacific Islander					
White (non-Hispanic)					
Two or more races					
TOTAL					
Total children (under 18)					
Total adults (18 - 64)					
Total seniors (65 +)					
TOTAL					
Low- and moderate-income children					
Low- and moderate-income adults					
Low- and moderate-income seniors					
TOTAL					
Adams County residents					
Allen County residents					
DeKalb County residents					
Huntington County residents					
Kosciusko County residents					
LaGrange County residents					
Miami County residents					
Noble County residents					
Steuben County residents					
Wabash County residents					
Wells County residents					
Whitley County residents					
Other residents					
TOTAL					

PUBLIC ART QUESTIONNAIRE

If your program includes public art, please submit this questionnaire with your application.

Public Art is defined as:

- Art that is installed in a host building/venue, on public property, or exterior of a home or building where the public has access to view and enjoy it.
- Art is made of materials that can be sustained and maintained in the environment in which the artwork is installed, for the length of time proposed in the application.

Questions:

1. Is it esthetically appropriate to the neighborhood and larger community?
2. Is it temporary and moveable? How long will it be showing? Describe the materials and plan for construction and dismantlement.
3. Is the location approved? List the owners of the property/venue and describe how you obtained permissions.
4. Is the property/venue public or private? If public, have legal requirements related to installation permits been explored? Is there any likelihood that permits to install the piece might be denied? If property is privately owned, do you have written permissions from the property owner? What is the lifespan of the installation? How will you ensure safe and timely installation and dismantlement?
5. Does the installation and/or removal of the piece damage permanent elements of the setting? What restoration of the location might be necessary at the piece's removal?
6. How will liability related to the installation be managed? Describe existing policies on the property and any supplemental insurance related to this project.
7. Who is responsible for upkeep and maintenance of the installation? Is the cost for maintenance reasonable and included in the grant application? If not, how will it be funded?
8. Does the piece, when physically accessible to the public, pose any potential physical harm or risk of injury to artists/visitors/viewers/abusers? What level of risk is involved? Is the piece resistant to possible/reasonably expected vandalism or abuse potential?

Please note that depending on your project, further documentation may be requested by Arts United.

FINAL REPORT INSTRUCTIONS

Please submit one typed copy of your final report within six weeks following the completion of the project and include the following items in order. Failure to submit a final report will result in the inability to participate in future funding opportunities provided by Arts United. Final reports must include documentation of the project and evidence of proper crediting of Arts United.

- **Final Report Narrative** – *Answer the following questions in order using no more than one page and no less than size 11 font.*
 1. Describe your project and tell us about your successes and challenges.
 2. Describe your experience with the Amplify Art crowdfunding program. How can Arts United improve this tool?
 3. Briefly summarize how the grant funds were used. Please explain any changes from the description given in the original grant application.
 4. Describe the level of participation from your targeted audience(s).
 5. Describe how you evaluated the project's success.
- **Support Materials**
 - Final project demographics
 - Evidence of proper crediting of Arts United