



# Amplify Art

## Crowd-Funding Program Guidelines

Grant Cycle CY2019 (Projects occurring between January 1, 2019 and December 31, 2019)

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### 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?

Individuals\*, nonprofit organizations, and government agencies located northeast Indiana are eligible to participate in the Amplify Art! program. Applicants are considered from the following counties: Adams, Allen, DeKalb, Huntington, Kosciusko, LaGrange, Miami, Noble, Steuben, Wabash, Wells and Whitley. *\*Individuals must secure fiscal sponsorship from an eligible organization*

### 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 “AMPLIFY ART” PROJECT?

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 CY2019?

	<b>Cycle 1</b>	<b>Cycle 2</b>
<b>Applications due</b>	March 1, 2019	August 1, 2019
<b>Committee review</b>	March 2019	August 2019
<b>Board review</b>	March 2019	August 2019
<b>Applicants notified</b>	March 2019	August 2019
<b>Kickoff event</b>	April 2019	September 2019
<b>Fundraising begins</b>	May 1, 2019	October 1, 2019
<b>Fundraising ends</b>	May 31, 2019	October 31, 2019
<b>Totals are announced</b>	June 2019	November 2019
<b>Checks are sent</b>	June 2019	November 2019

## 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.

## QUESTIONS?

Download the Amplify Art! application packet and get started! For questions or additional information, contact Grant and Program Manager Heather Closson at [hclosson@artsunited.org](mailto:hclosson@artsunited.org) or by calling 260-424-0646.