



SPONSORED BY:



WHAT IS AMPLIFY ART?

Amplify Art is a social media based crowdfunding program that builds community support for and raises awareness of creative projects happening in Northeast Indiana. Amplify Art is made possible with support from **PNC Bank**.

WHO CAN APPLY?

- Individuals
- Art collectives
- Nonprofit organizations
- Government agencies

Applicants are considered from the following counties: Adams, Allen, DeKalb, Huntington, Kosciusko, LaGrange, Miami, Noble, Steuben, Wabash, Wells and Whitley.

HOW DOES IT WORK?

Similar to Kickstarter, Amplify Art uses a fundraising platform designed to gain community support for selected arts projects. Donors give online to support selected projects during a month-long campaign. All donations collected filter through Arts United, a 501(c)(3) non-profit, making them tax-deductible to the extent provided by law.

Here's the breakdown:

- Participants receive an automatic investment of \$1,000 – thanks to **PNC Bank**
- Arts United will set up and manage the online giving platform for your project
- Community member donations will be matched dollar-for-dollar (up to \$1,000) by **PNC Bank**
- Participants get every donation made to their campaign – there are no hidden fees!

HOW ARE AMPLIFY ART PROJECTS SELECTED?

Amplify Art is a competitive grant program. Due to available funding, a maximum of five projects will be selected for the Fall 2022 cycle. A panel of community volunteers will review applications and score projects based on the following categories:

- Community Impact
- Project Feasibility
- Project Management

Detailed evaluation criteria should be reviewed prior to submitting an application and can be found on the Arts United website: <https://artsunited.org/resources/grants/guidelines/>

Eligible projects must meet one (1) of the following criteria, but do not need to meet all. Meeting more than one criteria does not increase chances of being approved for participation.

- New projects
- Projects led by or involving BIPOC (Black, Indigenous, and people of color) artists
- Projects located in underserved communities within Northeast Indiana

Project budgets of all sizes are open for consideration, but based on past fundraising results we strongly discourage budgets greater than \$5,000 unless there is already committed funding for the project from other sources. Budgets of \$5,000+ will need to demonstrate a more extensive plan for fundraising within those sections of the application.

PARTICIPANT RESPONSIBILITIES

- Be your own best advocate by sharing regularly via social media, email, and other outlets
- Keep donors informed about your campaign with regular communications
- When the fundraising cycle is over, send a thank you to donors
- When applicable, provide Arts United with quarterly progress reports about your project
- Submit a simple final report following project completion

ARTS UNITED'S RESPONSIBILITIES

- Provide and manage the fundraising platform technology
- Ensure participants are set up for success by providing them with a promotional toolkit
- Help promote your project via Arts United social media, email, and other outlets
- Provide participants with a list of donors for your records

TIMELINE

Application Opens:	June 6, 2022
Grant Workshop:	June 7, 2022 at 5:30pm (via Zoom)
Applications Due:	August 5, 2022
Panel Review:	August 8 - 26, 2022
Award Notification:	Week of August 29, 2022
Participant Workshop:	September 6, 2022 at 5:30pm (Location TBD)
Submit Page Content:	September 16, 2022
Fundraising Begins:	October 3, 2022
Fundraising Closes:	October 28, 2022
Totals Announced:	November 7, 2022
Checks Sent:	Week of November 14, 2022

QUESTIONS?

For questions or additional information, contact Phil Slane at pslane@artsunited.org or 260-424-0646 x2016.

GET STARTED

[Download the Amplify Art application packet and get started!](#)