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2024 Amplify Art Application Preview

Note: This is a preview of the application, created to help you plan in advance of submitting your application. Please visit <https://www.surveymonkey.com/r/X8SPGZB> to access, complete, and submit the application.

Amplify Art is a 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.

Before you start, here is a checklist of what you will need:

- Applicant Information
- Social Media Information
- Project Information

Please review the full Guidelines and Evaluation Criteria prior to completing this application. Applications must be submitted no later than 11:59pm on DATE. In fairness to all applicants, no late applications will be accepted.

* 1. Applicant Information

- Legal Name of Organization/Applicant
- Applicant EIN (if Organization)
- Applicant Website
- Mailing Address
- City/Town
- State/Province
- ZIP/Postal Code
- Applicant County

* 2. Primary Contact Information

- Primary Contact First and Last Name *
- Primary Contact Title
- Primary Contact Email *
- Primary Contact Phone Number *

* 3. Social Media Information

Please type the full and complete URL for your social media sites.

- Facebook URL (www.facebook.com/...)
- Instagram URL (www.instagram.com/...)
- Other URL

*** 4. Applicant Type**

- Individual
- Art Collective
- Nonprofit Organization
- Government Agency

*** 5. 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.

Please select any/all of the following that apply to your project.

- New project
- Reinvigoration of existing project/program
- Project led by or involving BIPOC (Black, Indigenous, and People of Color) artists
- Project located in underserved communities within Northeast Indiana

*** 6. Project Title**

- 10 word maximum. If selected, this will be used as your campaign title.

*** 7. Project Timeline**

- Eligible projects must take place between June 1, 2024 – May 31, 2025.
- Project Start Date
- Project End Date

*** 8. What's the project?** In the space below, describe your project. Think about a clear and concise “elevator pitch.” What will get people interested and excited about your project in under a minute?

*** 9. What's the project? pt. 2.** In the space below, describe your project in 2-3 sentences. If selected, this is what will be added to your campaign page. Make sure it's clear what donations will support!

*** 10. Who's doing the project?** Who will make this happen? Tell us about the artist/s, organization/s, and people involved. Include each person's role and responsibilities, and any relevant experience that will help make the project a success.

*** 11. How many people will your project serve?** Count everyone involved in the program, including planning, implementation, participation, and evaluation. Best estimates are absolutely okay!

- Total Number of People
- How many adults (over 18)?
- How many youth (under 18)?
- How many artists?

*** 12. Who will your project serve?** Describe the figures above. How did you arrive at these figures? If your project will involve representation from a specific community, partner organization, or geographic location, let us know! Please share how your project will be accessible to its intended audience.

*** 13. Project Budget**

- Total Project Budget = Total amount needed to make the project happen
- Total Amplify Art Fundraising Goal = Amount you hope to raise if selected. This may be equal to or less than your Total Project Budget.

*** 14. Upload: Project Budget**

You must use the provided budget template. Download and complete the budget template from <https://artsunited.org/resources/grants/guidelines/>

*** 15. How will the money be spent?** Assume you meet your Total Amplify Art Fundraising Goal - and tell us how that money will be spent. Be specific -- make sure the review committee has a clear understanding of how every dollar will be put toward your project. Anything you list within your project budget should be mentioned here.

*** 16. What happens if you DON'T meet your fundraising goal?** Can your project still happen? What changes could you make if you fall short of your fundraising goal? Is there a minimum amount you need to raise in order for your project to occur?

*** 17. How will you promote your Amplify Art campaign?** While Arts United will help to promote your campaign, success relies on a comprehensive promotional plan. Tell us how you plan to promote your fundraising campaign. Social media is a must, but are there other ways you plan to reach people? (i.e. an event, phone calls, email marketing, etc.)

18. Public Art Projects: Has the location been approved? This applies to temporary and permanent art installations of any medium planned on public property. List the owners of the property / venue and describe how you obtained permissions. Please include the name, number, and email for the property owner / venue manager. Please note that depending on your project, further documentation may be requested by Arts United.

A definition for Public Art may be found on page 4 of [this document](#).