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## 2024 Amplify Art Application Guidelines

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.

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.

### 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:

- Five (5) Amplify Art participants will be selected from eligible applications
- 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 – participants get every donation made to their campaign
- All donations will be matched 1:1 (up to \$1,000) – thanks to PNC Bank

### WHO CAN APPLY?

Individuals, art collectives, nonprofit organizations, and government agencies may apply. Applicants are considered from the following counties: Adams, Allen, DeKalb, Huntington, Kosciusko, LaGrange, Miami, Noble, Steuben, Wabash, Wells and Whitley.

### HOW ARE AMPLIFY ART PROJECTS SELECTED?

Amplify Art is a competitive grant program. Due to available grant funding, a maximum of five projects will be selected per cycle. Eligible projects must meet one (1) of the following criteria:

- 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

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/>

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.

Proposed projects must take place between June 1, 2024 – May 31, 2025.

## 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

## 2024 AMPLIFY ART TIMELINE

- Application Opens: October 16, 2023
- Application Support Sessions: [Click here](#) for most current offerings
- Applications Due: February 1, 2024
- Award Notification: Week of March 4, 2024
- Participant Workshop: By appointment before March 22, 2024
- Fundraising Begins: April 8, 2024
- Fundraising Closes: May 7, 2024
- Totals Announced: May 10, 2024
- Checks Sent: Week of May 13, 2024

## QUESTIONS?

Contact Heather Closson at [hclosson@artsunited.org](mailto:hclosson@artsunited.org) or 260-424-0646 x2005.