

FUNDRAISING TIPS

GRANTS FOR NON-PROFIT ORGANIZATIONS

In order to be eligible for funding from most granting organizations (foundations, corporate foundations or government agencies) or for individuals to receive a tax-deduction when making a gift to your effort you need to create a non-profit corporation and obtain tax-exempt status from the IRS as a 501(c)(3) corporation. To do this you need to incorporate, develop a mission statement, and appoint a board of directors. The process of incorporating and getting non-profit tax-exempt status may require professional assistance, and may take up to a year to complete the paperwork and receive a response from the IRS. Organizations like the Philadelphia Volunteer Lawyers for the Arts can help you do this. Contact: (215) 790-3836 or <http://www.artsandbusinessphila.org/pvla/>.

Another alternative is approaching an already established non-profit corporation with a specific project and a source of funding and asking them to act as a "fiscal sponsor" for your grant. One such organization that provides this service is Fractured Atlas (www.fracturedatlas.org). This means you would develop a project for funding and prepare the grant application but the funds are granted to the fiscal sponsor, to be expended on your project's behalf. The funding source and fiscal sponsor can provide more information about this.

Often a good place to apply for support for your organization is your state, regional, county and city arts councils. For artists based in Philadelphia these are:

Project Stream

<http://www.philaculture.org/programs/grantmaking/projectstream>

Philadelphia Cultural Fund

www.philaculturalfund.org

GRANTS FOR INDIVIDUAL ARTISTS

Grants are also available for individual artists, though they are typically very competitive. Some opportunities for Philadelphia-based artists include:

List of Resources for Independent Artists:

www.pacouncilonthearts.org

Independence Foundation Fellowships (current cycle: visual arts)

www.independencefoundation.org/fellow_art.html

Pew Fellowships in the Arts

www.pcah.us/fellowships/

Leeway Foundation (Women /Transgender Artists Only)
www.leeway.org

Creative Capital
<http://www.creative-capital.org/>

Resources for individual artists include:
Creative Capital's Artist Toolbox
www.creative-capital.org

Foundation Center Individual Artists Center Online
<http://gtionline.fdncenter.org/> (there is a monthly fee to use this)

Foundation Center at the Free Library's Main Branch
(215-686-5423) (<http://libwww.freelibrary.org/rfc/>)

For ways to operate your own fundraising campaign you can visit: www.kickstarter.com

SPONSORSHIPS/ADVERTISING

Another way to raise money for your show is to sell advertising in your program or sell sponsorships of your show. Sponsorship generally involves creating a package that includes placement of a sponsor's logo on your poster and postcards, mention in certain speeches, product give-aways, free tickets, etc. If you have corporate sponsors, please let the Festival office know in advance so we can avoid any conflicts that might come up between sponsors of your show and sponsors of the Festival overall.

APPEALS TO INDIVIDUALS

If you have a mailing list of past ticket buyers, write and ask them to make a contribution towards your next production. You don't have to be a 501(c)3 organization to accept cash gifts; they just won't be tax-deductible for the donor.

Generally a letter that outlines who you are, what you are planning and a gift amount is a good approach to creating a solicitation. Be sure to include an easy mechanism for donors to respond, such as a website or donor card and a return address envelope. Don't forget to send thank you letters and marketing materials to your funders!

REGULATIONS FOR SOLICITING CHARITABLE GIFTS

There are laws governing solicitation of charitable gifts in Pennsylvania and other states as well. Be sure you are in compliance and register if necessary. Generally, if you are using a professional fundraiser or receiving \$25,000 or more in gifts you will be required to register with the state.

Regulations listed at the Department of State's Bureau of Charitable Organizations: www.dos.state.pa.us or (717) 783-1720. If you are soliciting outside of Pennsylvania, be sure to check with your state for their registration requirements.

GENERAL RESOURCES IN ARTS MANAGEMENT

NATIONAL

The Field

www.thefield.org

Creative Capital's Artist Toolbox:

www.creative-capital.org

Foundation Center Learning Library:

www.foundationcenter.org/getstarted

NYFA Interactive:

www.nyfa.org

National Arts Marketing Project

www.artsmarketing.org

LOCAL

The Arts and Business Council / Philadelphia Volunteer Lawyers for the Arts

www.artsandbusinessphila.org

The Fruition Coalition:

www.fruition.weebly.com/index.html

Greater Philadelphia Cultural Alliance:

www.philaculture.org

Philly Theater Tix:

www.phillytheatretix.com