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With **you** art can...



**Educate.
Inspire.
Change Lives.**

One of the great things about living in central Oklahoma is its vibrant and diverse arts and cultural community. The arts certainly entertain us, but also make our city attractive to new businesses, provide opportunities for our youth and, in some cases, a way out. This toolkit will provide you with the basics on the 2018 Allied Arts campaign as well as tips to put some **fun** in your fundraising efforts.

2018 CAMPAIGN BASICS

Campaign Goal, Timeframe and Important Dates:

- Our campaign goal is to raise more than \$3.125 million in 2018 to support the arts!
- The Allied Arts campaign runs from the Kickoff event on January 18th through the end of June. As a volunteer, we ask for your help from Kickoff until April.
- **February is Allied Arts Month** - the ideal time to renew existing donors and identify and secure new donors! During the month of February you will see heightened campaign advertising and marketing efforts to support your efforts.
- **Campaign Kickoff: Thursday, January 18th** from 5:30 -7:30 p.m. at the National Cowboy & Western Heritage Museum
- **Campaign Celebration: Thursday, June 14th** at 5:30 p.m. at the Meinders Hall of Mirrors at the Civic Center

Tools to Help You Succeed – We Can Help!

Allied Arts has several tools to help you generate donations.

- **Donor Page** - An easy and fun way to connect your networks to Allied Arts is through an online donor page. It allows you to share why the arts are important to you, why you volunteer with Allied Arts and why others should donate to the cause. It's easy! All you have to do is fill out the information on this [form](#); Allied Arts will create the page for you. You'll then be able to share your donor page via email or social media outlets. Having tech issues? Please email tommie.parker@alliedartsokc.com.

- **Workplace** - Does your company host an employee giving campaign for Allied Arts? If so, you can incorporate fun ideas to challenge your co-workers to raise money beyond their individual donations. Have employees donate \$5 to wear jeans for a week. Or collect dollars so your OU-loving boss has to wear an OSU jersey for a day.

If your workplace doesn't already host an employee giving campaign, get one started! Register by emailing shannon.lockwood@alliedartsokc.com. You may also provide Shannon with leads for new workplace locations at this email address.

- **Fact Sheet** - [This tool](#) provides you with current stories and statistics detailing the impact of donations to Allied Arts. It will help you draft your fundraising messages.

- **Leadership Opportunities** - Donors who contribute \$1,000 or more become members of Allied Arts' Circle Club. Circle Club members receive opportunities to attend exclusive events throughout the year. Information about donor groups can be found [here](#).

- **Campaign Video** - Need more help explaining the need to give to Allied Arts? You can always insert a link to the Allied Arts [campaign video](#) to help your contacts better understand the good their donations do.

- **Social Media** - Follow Allied Arts on [Twitter](#), [Facebook](#) & [Instagram](#) and share our 2018 campaign posts with your friends.



@ALLIEDARTSOKC

Fundraising Can Be FUN!

You can put some fun in fundraising by setting a goal and utilizing fund raising options that work best for you!

Set a goal. No amount is too small or large!

Try one or all of the following fun ideas!

- **Email, letter or phone calls** - All are proven methods to contact your donor list. Determine which one works best for you. And, if you need help with what you say, we can help! Check out our [fact sheet](#).
- **Host a *friendraising* event** - Invite your friends over for brunch or a beverage and tell them about how Art Can! You can also solicit donations at your regularly scheduled events like your book club, game night, PTA meeting or other gathering.
- **Get others involved** - Would your neighborhood association host a bake sale in support of Allied Arts? Would your church consider collecting donations for Allied Arts? Or maybe your book club can read a biography about a famous artist? Instead of buying the book, have club members borrow it from the library and donate what you would have spent on the book to Allied Arts.
- **Use Social Media** - Reach out to your friends on social media. Let them know that if they donate \$50 to Allied Arts they will receive the OKCityCard – a discount card offering great deals on the best restaurant, shopping and arts activities in the metro! You can post photos of yourself on Facebook, Instagram and Twitter using your OKCityCard around town to illustrate the great discounts. And, don't forget to add #AlliedArts to your posts.

You can also visit Allied Arts' social media pages and simply share our social media messages. Social media is also a great place to share your success story and thank your contributors. You can still include a link to your donor page to encourage additional donations.

Then spread the word and follow-up!

- **Persistence is important.** Just because you haven't heard back from those on your contact list, doesn't mean they don't want to give to Allied Arts. They may just be busy or your message got lost in the shuffle of everyday life.

Call or email your friends and let them know you are "... halfway there" and ask them to help you reach your goal.

And, don't forget to **thank your donors**. A simple thank you goes a long way to maintaining a donor year-over-year.

Thank you again for volunteering with Allied Arts to make the 2018 campaign a huge success! We'd love to hear any fundraising techniques that have worked for you, so we can share them for others to use.