

Acting on Behalf of the Arts

Contributing to the *Collaborative Campaign for the Arts* can take many forms.

In the last edition of the Insider, we talked about the impact your financial donations have on arts and culture in Central Florida, specifically how your contributions to the *Collaborative Campaign for the Arts* support the *Arts for ALL* Fund, United Arts of Central Florida's grant pool and the 14 cornerstone cultural institutions that create meaningful, high-quality cultural offerings in the region.

There are many ways to act on behalf of the arts. We've outlined a few ways you can help:

Become an arts ambassador. If you love Central Florida's cultural offerings, tell others about them. If you've recently attended a performance or exhibition that was particularly moving to you, encourage others to attend. A personal recommendation from a friend will motivate someone to act much more significantly than an impersonal advertisement.

Host a friend-raiser. The goal of a friend-raiser is not to solicit contributions. A friend-raiser is a small-to medium-sized gathering of those of your friends or family who are interested in learning more about arts and culture in Central Florida. Terry Olson, a United Arts board member and director of Orange County Arts & Cultural Affairs, hosted a friend-raiser at his home in January. The 90-minute event included poetry and live music while attendees mingled over hors d'oeuvres and wine and then learned about United Arts. Of the event, Terry says, "What a great excuse to invite some friends over — for a very interesting gathering."

Share your love of the arts on social media. Dr. Stacey Johnson, a United Arts board member, did just that during the Early Bird phase of the campaign. "It was great fun and easy to do, to take just a moment and support United Arts," says Dr. Johnson. "I knew many friends and followers would be arts supporters, but I didn't anticipate the swift responses the posts generated. It takes just a few minutes to make a post online, and it really can make a difference for United Arts, an organization that spends its dollars on Central Florida arts organizations, rather than on the costs of expensive marketing campaigns."

Challenge your friends in a peer-to-peer fundraising campaign. If you don't have \$2,500 to give to the arts, but you do have 100 Facebook friends who would give \$25 each if you asked them, then consider



COURTESY TERRY OLSON

Terry Olson and friends during his January friend-raiser.

a peer-to-peer fundraising challenge. Just a few social media posts can have a huge financial impact for an arts organization.

Attend a performance or exhibition and donate on-site. Many people think that buying a ticket to a performance supports the arts organization. In truth, that ticket price supports that performance only, and usually only a portion of the actual cost per seat. Cultural organizations rely on donations to pay for the multitude of expenses that are required to keep their doors open. The next time you're at your favorite cultural provider, donate what you can to their mission.

If you are interested in helping United Arts get the word out about arts and culture in Central Florida, but don't know where to start, contact Valerie Solomon, development manager, at Valerie@UnitedArts.cc. She can give you ideas (and even templates) that fit your needs.

The Collaborative Campaign for the Arts annually raises \$2 million to support arts and culture in Central Florida. For those who have already contributed to the campaign this year, thank you. If you have not yet made your contribution, you can still do so by going to www.UnitedArts.cc and clicking "Give Now."