

Sustaining the *Arts*

Strengthening arts and cultural organizations is key to sustaining their vital force in the mid-Rappahannock region.

Fundraising plays a critical part.

In this first workshop, *Fundraising Part I*, sessions specific to fundraising will be conducted by professionals of the nonprofit world.

The information in this introductory session will be based on the fundraising curriculum of the Foundation Center.

Hands-on training in navigating the Foundation Center's website will teach participants how to access hundreds of potential funding sources.

In addition, seasoned fundraising professionals will provide specific information and take-away materials to incorporate in fundraising plans.

Would your arts and cultural organization benefit from knowing...

About new sources for funding?
About expanding fundraising beyond the local level?
About becoming comfortable in approaching foundations and corporations?

About Fundraising Part 1

Who should attend?

Members of arts and cultural organizations are encouraged to attend, as well as artists, performers, and supporters of the arts.

Organizations without 501(c)(3) status, arts businesses and artists with independent studios will also benefit.

When and where is the first workshop?

The program will be held in the theater and in the Gates Computer Lab of the Central Rappahannock Regional Library's headquarters, 1201 Caroline Street in downtown Fredericksburg.

The workshop begins at 9 AM, and concludes at 2 PM.

What is the fee?

This first workshop is offered free of charge.

What will be provided?

Instruction in specific fundraising topics, hands-on training in navigating the Foundation Center's online directory, and take-away materials to guide implementation will be provided.

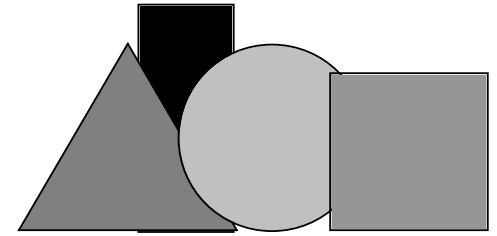
In addition, light morning fare and an informal lunch will be offered.

Sustaining the *Arts*
Upcoming Programs

Fall 2010:	How to Involve Your Board in Fundraising
	Intro to Fundraising from Individuals
Winter 2011:	Fundraising on the Internet
	Using Social Media to Advance Your Organization

Fundraising Part 1: The Program

9:00 Library Theater	Greetings and morning refreshments
9:30 Library Theater	Opening general session: Structuring Fundraising Planning <i>Pat Pasqual, Director, Foundation Center, Washington DC</i>
10:30 Break	
10:45 Concurrent Sessions Library Theater	Introduction to Corporate Giving <i>Scott Lyons, President, Living Legacies</i>
Gates Computer Lab	Navigating the Foundation Online Directory <i>Shelley Gravel, Law Librarian and Foundation Center Cooperating Collection Manager, Central Rappahannock Regional Library</i>
11:50-12:30	Lunch Break
12:45 Concurrent Sessions: Library Theater	How to Approach a Foundation <i>Pat Pasqual, Director, Foundation Center, Washington, DC</i>
Gates Computer Lab	Navigating the Foundation Online Directory <i>Shelley Gravel, Central Rappahannock Regional Library</i>
1:45 Conclusion and Evaluation	



Sustaining the *Arts*

Fundraising Part 1

Registration for June 29 Program

Name: _____

Address: _____

Phone: _____

E-mail: _____

Organization: _____

Org. Contact Information: _____

Organization Web-site: _____

Please send to:

Arts & Cultural Council of the Rappahannock
607 William Street, Atrium Suite
Fredericksburg, VA 22401

About the Presenters

Shelley Chick-Gravel

Foundation Center Cooperating Collection Manager/Law Librarian

Shelley Chick-Gravel has been managing the Cooperating Collection at the Central Rappahannock Regional Library since 2006. She has attended workshops and received training from the Foundation Center of New York. As the manager of the Cooperating Collection, she has offered workshops on various topics of interest to nonprofit leaders, including Basic Proposal Writing, Proposal Budgeting Basics, and Introduction to the Foundation Directory Online. She has a master's degree in library science from the University of North Carolina at Chapel Hill.

R. Scott Lyons

President, Living Legacies Philanthropic Services

Scott Lyons' 30-year institutional advancement career includes assignments as Director of Community Relations at Purdue University, Vice President for Advancement at the University of Mary Washington, and Senior Vice President for Resource Development at the National 4-H Council. Most recently, he oversaw the Corporation for Public Broadcasting's Major Giving Initiative, a four year project to help 111 PBS stations develop sustainable Major Giving programs. Having served on many cultural boards, including the Indiana Assembly of Arts Councils, Scott is well acquainted with the challenges facing arts organizations. Since establishing Living Legacies, Scott has served clients as diverse as The Phillips Collection and the Rappahannock Pops Orchestra.

Patricia Pasqual

Director, Washington Office, Foundation Center

Patricia Pasquale oversees the Foundation Center's information services, training programs, special events and plans outreach to local, national, and international nonprofit organizations and grantmakers, as well as to Congress and the Center's Cooperating Collections in the mid-Atlantic region. She has served as director of the Washington, DC regional office since April 2008, a position she also held from 1994 to 1999. Earlier, she served as director of the Cleveland office for nine years. She also has experience as public library administrator both in Cleveland and the District of Columbia Public Library. She has a master's degree in library science from the University of Michigan and a graduate certificate in public administration from The George Washington University.



About the Arts & Cultural Council of the Rappahannock

We are a nonprofit 501(c)(3) organization serving the city of Fredericksburg and the counties of Caroline, King George, Spotsylvania, Stafford and Westmoreland.

We strengthen and sustain arts organizations, artists and arts-related businesses by offering services, coordinating communications, promoting arts events, and sharing arts news.

We partner in cultural tourism, educational programs, economic development, and long-range planning.

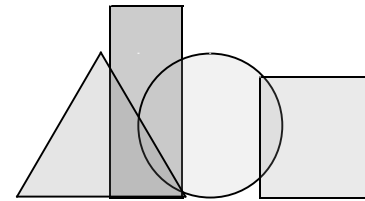


About the Foundation Center

The Foundation Center, with offices in New York, Washington, Atlanta, Cleveland, and San Francisco, coordinates funding sources and informs nonprofits throughout the nation about foundations and funding resources.

The Foundation Center is a national nonprofit service organization "recognized as the nation's leading authority on organized philanthropy, connecting nonprofits and the grantmakers supporting them to tools they can use and information they can trust."

The Foundation Center website "provides navigational tools and online instruction, and hundreds of workshops are offered at the Foundation Center's Washington location."



About the Sustainability Workshop Series

Sustaining the Arts is a series of quarterly workshops aimed at building organizational stability in area arts and cultural organizations. Each program focuses on specific topics to nurture the health of arts and cultural groups throughout the central Rappahannock region. Hands-on training with specific information enables arts and cultural groups to become more effective and efficient in fulfilling their missions.

This first workshop will be offered free. Fees for subsequent workshops will be nominal.

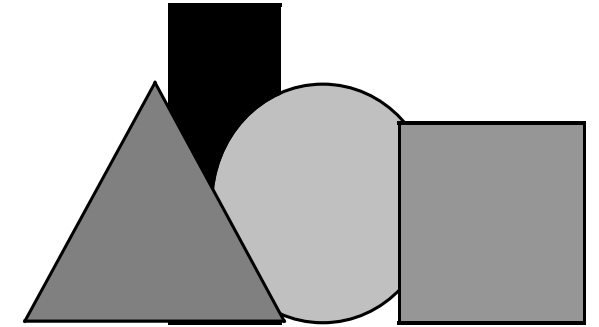
In the fall, *Fundraising Part 2* will offer sessions in involving boards in fundraising, and fundraising from individuals.

Fundraising Part 3, in winter 2011, will address fundraising on the Internet and the use of social media for organizational advancement.

Arts & Cultural Council of the Rappahannock
607 William Street, Atrium Suite Fredericksburg VA 22401

540-368-9080 www.rapp-arts.org arts@rapp-arts.org

The Sustainability Workshop series is made possible by generous grants from PNC Bank and the PNC Foundation to promote organizational strength and capacity in the region's arts and cultural organizations. Additional support is provided by the Virginia Commission for the Arts and the National Endowment for the Arts.



Sustaining the Arts

Fundraising Part 1

The First in a Series of Workshops to Strengthen Arts and Cultural Organizations

Tuesday, June 29, 2010
9AM-2 PM
Central Rappahannock Regional Library
1201 Caroline Street
Fredericksburg, Virginia

Presented by:

Arts & Cultural Council of the Rappahannock
Central Rappahannock Regional Library
Foundation Center, Washington, D.C.

