



GETTING STARTED

Thank you for being the “ACR” (*Arts Council Representative*) at your school. Your energy and enthusiasm will motivate others to recognize the importance of the arts in all of our lives and encourage them to support the arts in this community. The steps outlined below will guide you through a successful employee campaign at your school.

Use your own creativity! You know your coworkers and may know the best way to get them excited about the campaign. If you find that you need help getting started or have questions along the way, the staff of the Arts Council is always here to help you.

You are a very important part of The Arts Council Campaign, and we have put together a list of your responsibilities during the campaign.

- Be a liaison between your school and The Arts Council fundraising campaign.
 - Familiarize yourself with the Arts Council, our grant programs that support arts organizations, artists and arts education, and the facilities we operate.
 - Visit www.IntoTheArts.org
- If you are a new ACR, talk to the volunteers who led the effort in the past. Learn what worked and identify opportunities for improvement as you shape your strategy.
- Share information about The Arts Council with faculty and staff:
 - Make a short announcement or make a presentation during a staff meeting – or – schedule an Arts Council Staff member to make a presentation at a staff meeting in January or February.
 - Send weekly e-mails to staff. The Arts Council will provide you with “ready-to-send” emails each week. If you have a personal story or additional message to add, please do.
- Encourage staff members to make a donation of *any amount* to support Arts in Education and other grant programs.
- Feel free to recruit volunteers to help you plan and implement your campaign.
- Look through the materials available to you on The Arts Council web site: <http://intothearts.org/acrwsfcs/> **This is THE PLACE TO GO for campaign information.**
- Get support from your principal. The president of The Arts Council makes a presentation at the Principal’s meeting in January and asks them to support you during the campaign.
- Plan special activities, contests, or prize drawings to motivate and reward a donor’s generous support of the arts. A list of ideas can be found on the website above and on the back page of this document.
- Keep employees aware of your progress by updating the “goal thermometer” on the poster provided. Send updates by e-mail or post a goal chart in the teacher’s workroom where everyone can see how the campaign is progressing.

The campaign period lasts from **February 1 – February 28**, weather permitting. The campaign may be extended one week if several days of school are missed due to inclement weather.

BEFORE THE CAMPAIGN

- ✓ Attend Training (if you were unable to attend the scheduled training, visit <http://IntoTheArts.org/acrwsfcs/> to review a copy of the presentation and have access to information presented.
- ✓ If you would like an Arts Council Representative to come and make a presentation during a faculty meeting, check with your principal, add us to the agenda and contact Katrina Meeks kmeeks@IntoTheArts.org with the date and time. (January or February)
- ✓ Recruit volunteers to help you with planning any special activities during the course of the campaign
- ✓ Plan any promotional drawings and/or activities. The Arts Council has incentives that we can provide to you on a “first come, first served” basis. You can use these as prizes for donors.

DURING THE CAMPAIGN

- ✓ Emails – each week The Arts Council will provide you with a special email that you can use to send to the staff at your school. Feel free to add to it and make it your own.
- ✓ Customize the campaign poster by writing in your school’s goal and increment amounts. Periodically during the campaign, fill in the thermometer to reflect the amount of donations received.
- ✓ You can check the progress of your school by returning to the donation site and clicking on the “How are we doing?”
- ✓ Refer teachers/staff to <http://5934.thankyou4caring.org/WSFCS> for information about the campaign.
- ✓ You can report to your staff the % they have given and use it as a tool to encourage or remind them to be sure to pledge before the deadline.
- ✓ If you haven’t already, arrange to promote the campaign during a faculty meeting. You can do this yourself, recruit a volunteer or have an Arts Council staff member come to speak.
- ✓ Schedule and conduct any special “in-house” fundraisers by February 28. (examples on back-side of this document)

MAKING A PLEDGE/DONATION

- ✓ Use the link located on the WS/FCS Homepage under “QUICK LINKS” or located in the “HEADER” on the homepage or at <http://5934.thankyou4caring.org/WSFCS>
- ✓ Donors choose their donation payment type (Credit Card, Check/Cash, Pledge or Payroll Deduction).
- ✓ Donors will receive a confirmation via email immediately after making their pledge/gift.
- ✓ FOR CASH/CHECK donations – Employees will print their confirmation, attach their check or cash, and turn it in to you.

CLOSING OUT THE CAMPAIGN

- ✓ At the end of the campaign, complete your tally sheet by entering any checks and or cash received. Document any monies that donors may have given to you or any monies generated by special fundraisers, donations other than staff, etc. (*NOTE: It is not necessary to enter EVERY pledge or payroll deduction pledge – only add checks/cash to the Tally Sheet*)
- ✓ At the conclusion of the campaign, place the Tally Sheet and all monies in the “Campaign Report Envelope” given to you by the Arts Council. Fill in the info needed on the outside of the envelope.
- ✓ Hang on to your Campaign Report Envelope – you will receive instructions from The Arts Council at the conclusion of the campaign.

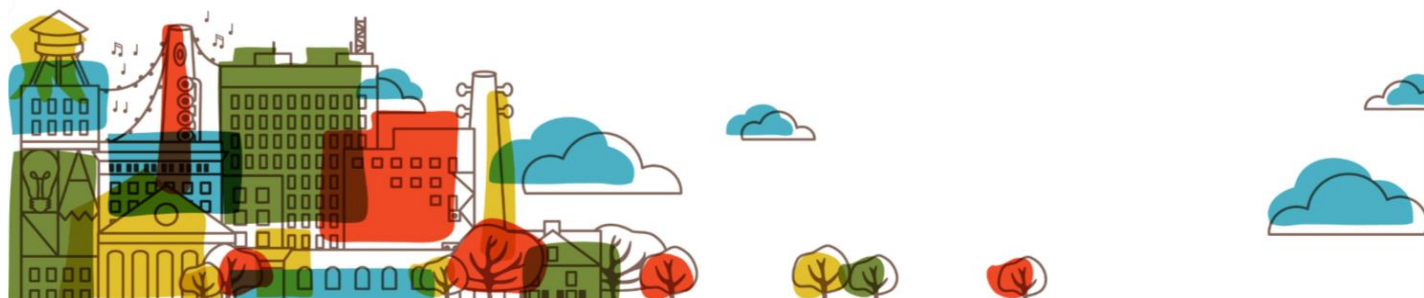
If you have questions, call or email:

Katrina Meeks

Arts Council WSFCS Campaign Coordinator

336-747-1413 or kmeeks@intothearts.org

THANK YOU!!!



CREATIVE IDEAS FOR MINI FUNDRAISERS

1. Chili/Soup Cook-Off

Have teachers and faculty members gather for a chili/soup competition. Each competitor brings his or her own dish and tasters pay a small fee and vote on their favorite chili. Winner receives a prize! (Note: also consider a Crock Pot Cook Off to include more variety or vegetarian options)

2. Change Drive

Provide each class or grade of students with a large jar to throw spare change in. Create an incentive for the class or grade that raises the most. Note: a creative twist to the change drive is making dollar bills count as a deduction against other competing change jars.

3. Silent Auction

Create a display of various items to auction off i.e. student art, decorated chairs, school memorabilia, gift baskets, etc. Students, teachers, faculty, and parents can place their bid as they walk through the display, and after a set amount of time, the winners are announced.

4. Handmade Photo Booth

Create a DIY photo booth where students, teachers, and faculty can pose for take-away pictures for a small fee. Be sure to include lots of fun props for posing! To create even more awareness and excitement, create a slide show that plays on the school broadcasting station

5. Guess the Amount

Fill a container with pencils, pennies, jellybeans, etc. and have students pay a small fee to guess how many of the item is in the container. Whoever guesses the closest amount receives a prize!

6. Trivia Night

Host a trivia night for students, advertising a prize for the winning trivia team. Trivia topics can range from academic brainteasers to movie trivia.

7. Movie Night

Hold a movie night! Students could either pay a small admission fee or raise funds via popcorn and concession sales.

8. Artistic Valentines

Have students sell Valentines with original artwork for Valentine's Day. Have volunteers organize and distribute these on Valentine's Day.

9. Special Incentive Ideas for Drawings

- Conduct a drawing(s) for prizes throughout the campaign. The Arts Council has a limited supply of incentives for ACRs. Requests are "first come, first served", email kmeeks@intothearts.org.
- Ask PTA and parents with special skills and talent to donate a small gift or their time in a classroom to show how art can directly impact the school, students and staff.
Ask your Principal if there are any school specific incentives that can be offered to staff (i.e. special parking spaces, Jeans Day passes, special recognition, coverage at lunch, etc.).
- Ask area businesses for gift certificates that you can offer during weekly prize drawings.

Good Luck!