

The Arts Council of Winston-Salem and Forsyth County

Fundraising Policy (Adopted 12-16-15)

A successful Arts Council Annual Campaign directly benefits all those supported by The Arts Council and its fundraising. Changing trends in philanthropy requires coordinated fundraising efforts to ensure the mutual success of The Arts Council, Member Organizations, artists, and the entire cultural community. This policy is intended to provide clear direction for The Arts Council and its grantees concerning fundraising initiatives.

These principles apply to all grantees, regardless of grant category or amount unless otherwise noted.

1. **ARTS COUNCIL AWARENESS WINDOW** – The Arts Council Awareness Window will annually run *February 1st through March 31st*. During this time, grantees are asked to promote and encourage support of The Arts Council Annual Campaign and its impact on the grantee and the community at-large. When possible, the Campaign should be promoted in grantee communications occurring within the window including, but not limited to letter and email campaigns, websites and social media, printed materials and newsletters, and at events and performances.
2. **ADDITIONAL ANNUAL CAMPAIGN SUPPORT** – Grantees should support the Annual Campaign in a manner fitting the nature of their organization. Grantees should provide details of their support via the *Arts Council Campaign Assistance Form*. Support can include, but not limited to the following:
 - Providing free or discounted tickets or passes for use in cultivating and incentivizing donors
 - Providing souvenirs, wearables and gifts such as t-shirts, posters and other items for promotion
 - Provide free or discounted space for Campaign supported events
 - Joining Arts Council staff in making Campaign presentations
 - Providing entertainment or an interactive activity for a Campaign events
 - Creating a unique experience or special discount for an Art Nouveau Winston-Salem highlighted event
 - Creating unique volunteer opportunities to involve Arts Council Engagement Society members
3. **BOARD SUPPORT** - The boards of our grantees should actively endorse and financially support The Arts Council Annual Campaign. Board participation will be considered by grant panels in awarding Organizational Support and Annual Event and Series Grants.
4. **CAPITAL FUNDRAISING INITIATIVES** - Grantees should advise the Executive Committee of The Arts Council of plans to engage in any major capital fundraising. These discussions and campaign details will be confidential and are intended to help coordinate timing and financial objectives to avoid conflicts within our arts and cultural community.
5. **CORPORATE/BUSINESS EMPLOYEE CAMPAIGNS** - Grantees will not solicit donations via employee campaigns or corporate payroll deduction.
6. **POWER2GIVE FUNDRAISING** – All Member Organizations may use power2give/winstonsalem, The Arts Council’s online fundraising platform to solicit donors to support specific projects. Periodically, The Arts Council will provide matching funds for certain types of projects. Matching funds are on a first-come, first-serve basis.

**Non-compliance with this Fundraising Policy can result in suspension of current grant funds and/or affect eligibility for future grants.*