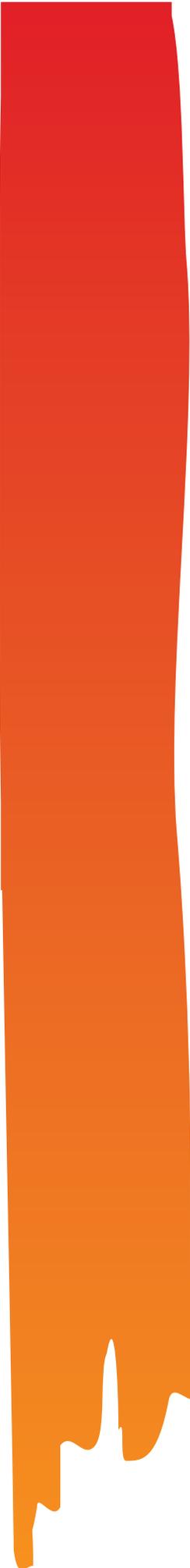




LET'S GET STARTED

HOW TO USE THE AMERICANS FOR THE ARTS BUSINESS
CAMPAIGN: A GUIDE FOR ARTS ORGANIZATIONS

- ▶ **LEVERAGING ADVERTISEMENTS**
- ▶ **PLACING ARTICLES AND OP-EDS**
- ▶ **GETTING THE WORD OUT THROUGH SOCIAL MEDIA**
- ▶ **BUILDING STRATEGIC ALLIANCES**
- ▶ **PLAN AN ARTS AND BUSINESS GATHERING**



LEVERAGING ADVERTISEMENTS

Together we can reach more businesses.

We have created print and web ads with the tagline “Inspired people bring creativity to work” to inform business leaders about how partnering with the arts builds their competitive advantage. These ads are meant to spark a conversation with businesses about how arts partnerships are being used as a key way to enhance the critical thinking and creativity skills of the corporate workforce and help businesses achieve goals including recruitment, retention and team building. These ads will be available to arts organizations to further spread the message.





**MEET MIKE,
THE PICASSO
OF ACCOUNTING**

When businesses partner with the arts, everyone profits. Because the arts inspire new ideas, fresh thinking and creative collaboration. Just think, it's exactly what you're looking for from the people who work with you every day.

Join the PARTNERSHIP MOVEMENT today. And see how partnering with the Arts is good business.

the PARTNERSHIP movement partnershipmovement.org 



**INSPIRED PEOPLE
BRING
CREATIVITY TO WORK**

the PARTNERSHIP movement

When businesses partner with local arts, everyone profits. Because the arts inspire new ideas, fresh thinking and creative collaboration. Just think, it's exactly what you're looking for from the people who come to work every day.

Join the PARTNERSHIP MOVEMENT today.
And see how partnering with the Arts is good business.

partnershipmovement.org 

Ideas for placing ads:

- Partner with local business journals and associations to place ads. Here are some places to look for local publications:
 - www.bizjournals.com
 - www.bizpubs.org
- Ask your local newspaper to run the ads in their business section
- Ask your board members and business partners to advertise their arts support to their employees and stakeholders by placing ads in company newsletters or employee intranets. By doing so, companies can demonstrate their value to their employees.

Using the ads:

- You can download the ads [here](#) or [contact us](#) for other sizing needs. We have made it easy to add your organization's logo. By using the ads you agree not to remove either the pARTnership Movement logo or the Americans for the Arts logo. These materials cannot be changed or altered without the consent of Americans for the Arts. For questions, contact partnership@artsusa.org.



PLACING ARTICLES AND OP-EDS

Send a message to your community: Submit an Op-Ed to your local newspaper!

Use this opportunity to highlight the benefits of arts and business partnerships in an Op-Ed piece, a 500–600 word opinion piece that appears opposite the editorial page of your local newspaper. (For many community papers, “Letters to the Editor” serve this role.)



**Finding your local newspapers is easy using
the [Americans for the Arts Action Center](#).**

Simply enter your zip code and you will receive a list of all news media, from local to national, serving your community.



About the Op-Ed page and Letters to the Editor

- **Define the goal of the piece.** Determine what you are trying to accomplish with the piece. Are you defining an issue, adding information or calling for action? Put it in the context of your local community and business issues. State your case quickly. And remember, op-eds add new information, or a point of view, rather than review established facts.
- **Pitch your op-ed idea to your newspaper's editorial staff.** Ask the business, arts or education reporter to consider writing an editorial about what's happening in your community. If they decline the opportunity, pursue the Op-Ed piece. Make certain that you understand the publication's guidelines regarding editorials, Op-Ed pieces and letters to the editor.
- **Make sure a local expert writes the op-ed.** Because their views hold a lot of clout within the community, there is a greater chance the op-ed will get published. Still, it's important that the author of the piece is expanding on a recent issue or the subject of continuing interest by the newspaper.
- **Get a local business leader to sign.** This can be a board member, business partner or other business leader. Business leaders can also co-author an Op-Ed piece with a community arts leaders. In addition, community leaders in the arts can also pen their own Op-Ed.
- **If the publication decides not to print your op-ed piece, convert it to a letter to the editor.** Like op-eds, letters to the editor allow you to raise public awareness about an issue and educate policy makers, while positioning your agency as an information resource to the media. The threshold for publication of a letter is somewhat lower, and they are shorter pieces—usually about 150 words. Nevertheless, writers usually are commenting on a recent news topic, such as a proposed budget cut, so your message about the importance of business and arts partnerships will still be heard.
- **Timeline and follow-up.** Newspapers take up to two weeks to publish an Op-Ed. Stay in touch with your editor or reporter and offer to edit the piece. Also, everyone likes to be thanked.

Recommended Themes and Talking Points

- **Speak about one issue.** You should concentrate on a single issue connecting business and the arts.
- **Highlight a successful arts and business partnership.** Each community, no matter what size or where, has its own success stories. This can be an opportunity to say thanks and/or to highlight the impact these partnership have made and the challenges ahead.



Op-Ed Checklist

- **Define the goal of the piece.** Are you trying to educate the public and policy-makers, frame the issue, or raise awareness?
- **Select the best author.** Sometimes an Op-Ed is most effective when it is ghost written for a prominent business leader or public figure by the person who can provide comprehensive information on the subject: You!
- **Timing.** Always consider how the Op-Ed can be linked to a particular event to maximize its impact.
- **Follow-up.** Be sure to reconnect with the editor to see if/when your Op-Ed may be used. Offer to tweak it, if necessary to see it in print.

**Americans for the Arts
has examples of
successful Op-Eds and
Letters to the Editor.**

Contact the [communications department](#)
for more information.



Tips for Authors

- **Be clear and concise.** Limit the article to 600 words, including a suggested headline and byline. Write a short biographical statement about the signer(s), and always disclose pertinent relationships that person may have with the organization.
- **Remember the reader.** Keep sentences short. Use facts and figures. Attribute statements and conclusions. Connect the issue to your own community.



Have a successful op-ed or letter to the editor to share?

[Send us](#) your examples so we can promote them nationally and use them as examples for other organizations.

If Your Local Paper Declines to Run the Article: Other Uses for Op-Eds

- **Letters to the editor.** Shorten the piece to about 150 words and resubmit it as a letter to the editor.
- **Position statements:** Adapt the piece to a position paper and distribute it to key decision-makers and other audiences you want to influence. Use it to introduce your organization to a new group.
- **Print it in your newsletter or blog.** Don't overlook your own publications as a place for an Op-Ed piece by your executive director.



GETTING THE WORD OUT THROUGH SOCIAL MEDIA

The pARTnership Movement is only as strong as our message carriers. If you believe in the movement and want to spread the word, here are some suggested ways to do so using just a few social media outlets.

Website - Link to www.pARTnershipmovement.org on your website.

Blogs - if you have a blog, consider posting one of our print ads with a short comment and linking back to our site for more information. It's a quick way to spread the word in a concise, eye-catching way. Or, list our top-8 reasons for arts and business partnerships.

Twitter / Facebook / LinkedIn / Google+ - Pick the page that you think is most relevant for your followers/friends/colleagues and share it using the #artsandbiz tag. You can even count down our top-8 reasons over a few minutes in a series of Tweets.

Flickr - If you see one of our ads run in a local publication, on a billboard, etc., take a picture with your camera and share it with the tag #pARTnership and a link back to our homepage.

YouTube / Vimeo - Share our pARTnership movement video or tag your own video on arts and business partnerships. Use our video of Americans for the Arts CEO, Robert Lynch, making the case for arts and business partnerships on your website or facebook page.

facebook

twitter

Google+

LinkedIn

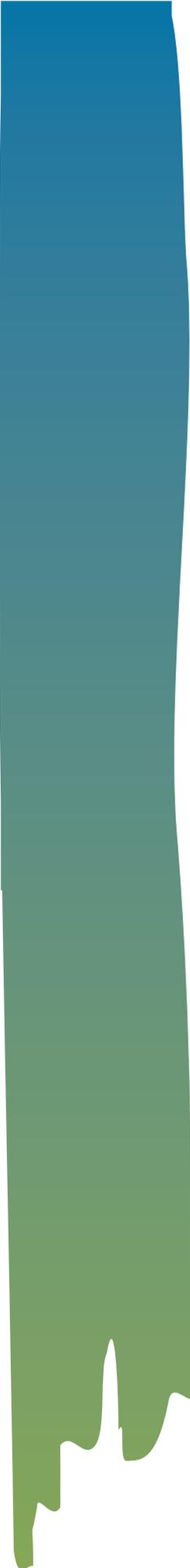
vimeo

YouTube

flickr™

The pARTnership needs your help to keep the momentum going, so feel free to take any of the above ideas, or come up with new ones on your own, and run with them. The more people we touch, the larger impact this movement can have.





BUILDING STRATEGIC ALLIANCES

Connections with people and organizations in every sector and industry associated with the arts—government, business, philanthropy and entertainment—are crucial in realizing our goals. By promoting collaboration in the form of alliances, partnerships, linkages and mergers Americans for the Arts builds a stronger voice in support of the Arts.



While Americans for the Arts is building these relationships on the national level, you can further spread the message about the benefits of arts to business by forming partnerships with local associations, including:

- [Chamber of Commerce](#)
- [Rotary Club](#)
- [Society for Human Resource Management](#)
- [Young Presidents' Organization](#)

Things to know before partnering:

- Strategic alliances work best when they provide benefits to both organizations. Make sure to talk about all the benefits the arts can bring to their members.

Ways to partner:

- Ask them to run the pARTnership Movement ads in their publications
- Write an article for their newsletter or website
- Plan a session on the value of arts and business partnerships for one of their conferences, webinars or meetings. Topics can be developed from the [8 reasons to partner with the arts](#).

Collaborate!

Talk with other arts organizations in your community to work together to place ads, organize events and work with strategic alliances. Together you can further advance the message about the value of the arts



PLAN AN ARTS AND BUSINESS GATHERING:

Bring together leaders in the arts and business communities to discuss shared goals and partnership opportunities. Consider a breakfast meeting, forum or other convening opportunity.

[Contact us](#) to discuss having Americans for the Arts CEO [Robert Lynch](#) or a member of our [BCA Executive Board](#) speak to a gathering of business leaders about the pARTnership Movement.



Need more information:

Check out our tool-kit on [Building Partnerships On Your Own](#).

Still can't find what you need, email partnership@artsusa.org or call 202-371-2830.

We are here to help.

