

Artistry Community Theatre Long Term Fundraising Campaign

Goal: raise an additional 10-15 thousand Dollars a year, to be set aside for the eventual purchase of property and/or building space to house the Theatre company.

Fundraising methods: Through targeted donor campaigns, events, and strategic budgeting of profits, the company should be able to reach the annual campaign goal that is set by the Board of Directors.

Fundraising methods will be divided into several independent sections, that can be implemented annually, or as a one-time occurrence.

Crowdfunding Campaign- an online campaign on websites such as, GoFundMe, which will would be utilized only once, with the goal of raising between 10-20 Thousand dollars. This campaign will include a heavy social media presence and will only take place once.

Grant writing- As ACT already receives regular funding through public and private grants, an annual effort to write and direct some of these funds towards our campaign will be used. The Ironman Foundation has graciously gifted us approximately \$1200 a year for the past three years, next year without the Ironman 70.3 event, we are looking at receiving between \$700-\$1000 dollars from this grant.

Donor campaigns- on top of our annual donor drive, the Board should consider holding a separate donor drive annual to go towards the campaign, with donation-based incentives, such as annual season tickets, and small personalized tokens of appreciation to donors.

Regular events and programming- By holding regular public events, the Board can bring in small amounts of funds on a consistent basis. Events such as: Trivia night,

Concerts, murder mystery dinners, etc. can bring in small cash donations that will be directed towards the fund. These events, if planned to take place during times of the year, where the company would not normally hold productions (such as the winter) could bring in participants, who may not normally participate in our programming.

Business and corporate sponsorship- by targeting key businesses in the community, the Board stands to raise a significant amount of funds through corporate sponsorship. This is an area the board has struggled with in the past, so a concentrated effort to raise these funds will need to be made.

Allocating profits from shows- If the Board were to allocate 10-15% of show profits to the fund each year, we would be able to raise a significant amount of capital to go towards the campaign.