

# ***Creative Funding for Artists***

**with Joey O'Connor**



# THE PROBLEM

## Most Artists Lack...

- ◆ **Access to Capital**
  
- ◆ **Access to Gatekeepers**
  
- ◆ **Access to Strategic Relationships**
  - ◆ **Time**
  - ◆ **Feedback**
  - ◆ **Business Development & Strategy**

*“Crazymaker...doing the same thing over & over expecting different results.”*

# **The Solution... What if?**

- ◆ **You suddenly discovered you had access to capital.**
- ◆ **You no longer needed access to gatekeepers.**
- ◆ **You now had access to strategic relationships.**
- ◆ **You could now get feedback on your projects and career.**
- ◆ **You no longer had to go it alone with your creative work.**

# **Creative Funding for Artists**

- ◆ **Gives you access to capital you never realized you had.**
- ◆ **Opens new doors that were previously shut.**
- ◆ **Provides you new tools and strategies to help you succeed.**
- ◆ **Offers you a long-term relationship with an arts organization that wants to see you thrive.**

# **How Does Creative Funding Work?**

**With a Creative Funding Grant from The Grove, you can...**

- ◆ **You can raise tax-deductible donations from your friends, family, fans & followers.**
- ◆ **The Grove Center serves as your “fiscal sponsor” for your art projects, events, and career. We are your “umbrella.”**
- ◆ **You also receive access to foundations that require 501c3 status for you to submit a proposal.**
- ◆ **You can also offer in-kind donation receipts for sponsors & vendors.**

# **4 Strategies for Raising Funds**

**With a Creative Funding grant, you can raise funds in 4 ways...**

- ◆ **Informally: Email & Letters**
- ◆ **Apply to Foundations**
- ◆ **The Grove Website (See Learning to Dunk & The Enclave Project)**
- ◆ **The Grove Indiegogo Partner Platform**

# **The Grove provides you...**

- ◆ **Relationship**
- ◆ **Strategy**
- ◆ **501c3 tax-deductible status for cash & in-kind gifts**
- ◆ **Crowdfunding tools**
- ◆ **Social media marketing**
- ◆ **Access to The Grove family of art patrons & supporters**
- ◆ **Access to filmmakers, designers, & coaches.**

# **FINAL THOUGHTS**

- ◆ **Assess Where You Are**
- ◆ **Take a Deep Dive on The Grove's Creative Funding Pages**
- ◆ **Prepare your proposal and budget**
- ◆ **Take advantage of the free resources available to you!**