

PLANNING CALENDAR

FUNDRAISING/ENDORSEMENTS



September

Establish Goals

For example:

- ✓ Increase fundraising events by 25% across the state.
- ✓ Increase donations/sponsors for events by 30%.
- ✓ Increase endorsements by 10%

Date Completed

October

Distribute Materials

Initiate Fundraising

Obtain Proclamations and Endorsements

- ✓ Distribute “How to” materials to art educators and local coordinators. Also post on your state art ed association website (TIP: these materials are also [here](#) and [here](#)).

Funding Tracking Sheet

Issuing and using a Proclamation

Endorsement Certificate

Certificate of Participation

Sample Letter

- ✓ Initiate fundraising – see a list of ideas [here](#).
- ✓ For simpler tracking of Funding, create an online Google Survey Form that can be distributed to local coordinators to track both expenses and income from fundraising.
- ✓ Use sample letters [here](#) to pursue Governor’s Proclamation, and Endorsements from Mayor, State Representatives, members of Congress, School Superintendent, and other local officials.
- ✓ Create special materials with logo to use for promotion and fundraising (Buttons, Letterhead, Balloons, Posters, Pens, Postcards)

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November - February
Continuing Fundraising

- ✓ Schedule local, district, and regional fundraising events.
- ✓ Document activities through photos, newspaper articles, web articles, video, radio/TV, and other local publications.
- ✓ For simpler tracking of Activities and Media, create an online Google Survey Form that can be distributed to local coordinators to track events, media coverage, as well as funding.

Date Completed

March
Continue Fundraising
Youth Art Month

- ✓ Statewide exhibit takes place. Recognize donors and dignitaries at event.
- ✓ Document activities through photos, newspaper articles, web articles, video, radio/TV, and other local publications.
- ✓ For simpler tracking of Activities and Media, create an online Google Survey Form that can be distributed to local coordinators to track events, media coverage, as well as funding.

April/May
Continue Fundraising
Submit Documentation

- ✓ Document activities through photos, newspaper articles, web articles, video, radio/TV, and other local publications.
- ✓ For simpler tracking of Activities and Media, create an online Google Survey Form that can be distributed to local coordinators to track events, media coverage, as well as funding.
- ✓ Submit area documentation to State Chairperson.
