## PLANNING CALENDAR
### Fundraising/Endorsements

<table>
<thead>
<tr>
<th>September</th>
<th>October</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish Goals</td>
<td>Distribute Materials</td>
</tr>
<tr>
<td></td>
<td>Initiate Fundraising</td>
</tr>
<tr>
<td></td>
<td>Obtain Proclamations and Endorsements</td>
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### For example:
- Increase fundraising events by 25% across the state.
- Increase donations/sponsors for events by 30%.
- Increase endorsements by 10%

### September
- 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 of Recognition
  - Sample Letter
- Initiate fundraising. Sell student art, or have fundraisers like chili or soup bowl dinners.
  - Contact local businesses to see if they will help “sponsor” exhibits (examples include local banks, art stores, restaurants, libraries, other retailers)
- 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)

### October
- Distribute Materials
- Initiate Fundraising
- Obtain Proclamations and Endorsements
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<th><strong>PLANNING CALENDAR</strong></th>
<th><strong>FUNDRAISING/ENDORSEMENTS</strong></th>
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<tr>
<td><strong>November - February</strong></td>
<td><strong>Continuing Fundraising</strong></td>
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<tr>
<td>✓ Schedule local, district, and regional fundraising events.</td>
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<tr>
<td>✓ Document activities through photos, newspaper articles, web articles, video, radio/TV, and other local publications.</td>
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<td>✓ 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.</td>
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<td><strong>March</strong></td>
<td><strong>Continue Fundraising</strong></td>
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<tr>
<td>✓ Statewide exhibit takes place. Recognize donors and dignitaries at event.</td>
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<td><strong>April/May</strong></td>
<td><strong>Continue Fundraising</strong></td>
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<td>✓ Submit area documentation to State Chairperson.</td>
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