

# 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

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### 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 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)

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## FUNDRAISING/ENDORSEMENTS



**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

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**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.

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**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.

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