



CULTURE
BUILDS
FLORIDA

FLORIDA DEPARTMENT *of* STATE
DIVISION *of* CULTURAL AFFAIRS

TM

Tools you can use



Click on the X if you have technical problems.

Use the Participants Panel to raise your hand, respond to y/n questions, and indicate your status.

Use the Q&A Panel to ask a question. One of the presenters will answer it during the program.

Use the Chat Panel to 'talk' to presenters and participants.

The screenshot shows a video conferencing interface with three main panels:

- Participants Panel:** A table with columns for Name and Feedback. It lists "Panelists: 1" (Office of Community Development), "Attendees: 1" (Super Student), and "Super Student".
- Chat Panel:** A text input field with a "Send" button. A message from the "Office of Community Development" says "Hi! Welcome to today's session." The "Send to" dropdown is set to "Host".
- Q&A Panel:** A list of questions and answers. A question from "Super Student" asks about training sessions. An answer from the "Office of Community Development" provides information and a website link. There is a "Send" button and a dropdown menu set to "All Panelists".

*6 TO MUTE AND UN-MUTE

Join the Teleconference

1

Call-in toll-free number
888.670.3525

2

Follow the instructions.

Conference Code
856 353 1004

3

Press *6 to mute
And un-mute
the phone



The Florida Division of Cultural Affairs promotes arts and culture as essential to quality of life for all Floridians.

Thinking outside the box: Partnering and Funding for Accessible efforts



Maureen Murphy
Florida Division of Cultural Affairs



Marian Winters
Executive Director of VSA Florida



VSA Florida Partnerships

Museum

Performing Arts



VSA FLORIDA'S (VSAFL) MISSION IS TO
CREATE A SOCIETY WHERE PEOPLE WITH
DISABILITIES CAN LEARN THROUGH,
PARTICIPATE IN AND ENJOY THE ARTS.

Museum Partnership

- Connect with visual art residency in area
- Participating class has a pre visit to museum
- Teaching artist uses the exhibition as a take off for the residency
- Students complete art work
- Art work is exhibited at museum
- Reception open to the public to view art work and meet student artists

Museum

- Costs
- VSA pays for the residency
- VSA pays for reception, invitations
- School district/museum cover transportation to the museum



Examples

- History Miami



- Orlando Museum of Art



- Key Largo Art Gallery



Performing Arts

- VSA works with school district to have 5 schools participate in performance residencies
- Classes perform at center



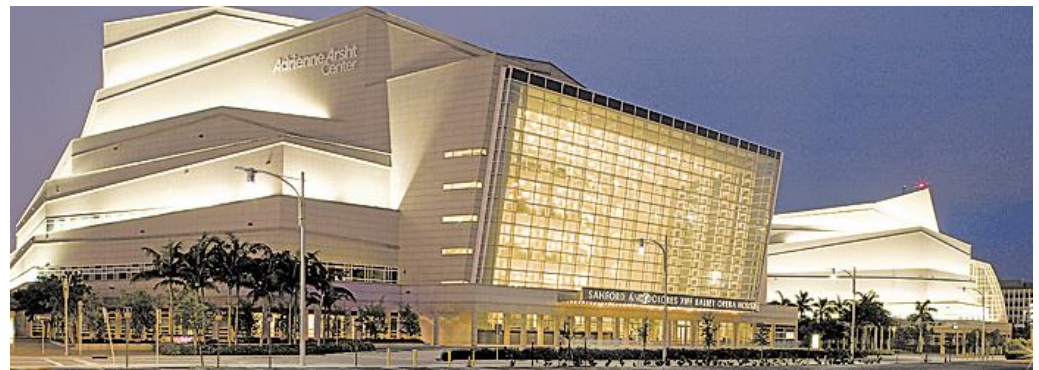
Performing Arts

- Costs
- VSA Florida pays for residency programs
- School district pays for buses*
- Performing arts center covers tech costs*



Examples

- King Center for the Performing Arts
- Straz Center for the Performing Arts
- Arsht Center



Other VSA Partnerships

- Tigertail



- Lending Library

- My Art My WAY



Summer Arts and Music Program

VSA Florida and Center Place Fine Arts & Civic Association present

My Art My Way



Visual Art Class
taught by VSA Florida artist
Minnette Webster

Dates: June 10, 17, 24
Times: 4:00pm-5:00pm
Cost: \$35

Date: July 8, 15, 22, 29
Times: 4:00pm-5:00pm
Cost: \$45

Have fun learning about the masters in art while working in many different medias in their exciting styles of art. Some of the artists we will be studying will be Seurat (pointillism with pens), Pollock (abstract art with colored pencil), Pop art with Warhol and many more famous artists.

Discover the Arts



Center Place Fine Arts & Civic Association
619 Wendenburg Drive, Suite B
Brandon, FL 33511

All Classes held at:
Center Place Fine Arts & Civic Association
619 Wendenburg Drive, Suite B
Brandon, FL 33511

For more information and to register, please contact
Dawn Galie
cpfinearts@vsafla.net
813-685-8888

****Cash or Check payable to VSA Florida**
Include registration form please



vsa
FLORIDA
The State Organization on Arts and Disability



Musical Theatre
taught by VSA Florida
music artist Sharon Graham

Dates: June 17, 24
July 8, 15, 22, 29
August 3
Time: 1:00pm-2:00pm
Cost: \$110

***Class includes performance held on August 3 at 1:00pm**

"The students will learn the music, expression, and stage movement of ensemble songs from popular Broadway shows! We will perform them on stage together in front of an audience of parents and friends!"

Organizational Benefits of Inclusion

- New Audience members
- New visitors to facilities- students, parents and family friends
- Opportunity to have access training for staff
- Opportunity to have an access review of facility and to work with staff on best practices
- Good press, more publicity
- Good for Grant writing
- Loyal audience
- Little competition
- You are serving your entire community
- Amazing resource as volunteers, accessibility advisors, and event advocates.



Participant Benefits of Inclusion

- Art and Cultural experience
 - Social
 - Educational
 - Experiential- create and participate
 - Opportunities to volunteer and give to community
 - Emotional

di(verse)ability
disability & diversity in the arts





Create very specific Goals

1. Who is the target for your new campaign?
2. What matters most to them?
3. How will you reach your target?
 - A. What media will you use?
 - B. When? Timing
4. Patience.



Does your plan have enough time to work.

5. Consistency.

How often will you hold event/program?

How many times will you advertise?

Marketing Demographics

Generation Y

- 18-25 years
- \$481 per year/3.3 charities
- Passionate Advocates
- Social media natives
- How will donations be used and who will benefit-IMPACT

Generation X

- 33-48 Years
- \$732 per year/3.9 charities
- Juggling Families and Careers
- Make it convenient
 - 40% gave through Websites
 - 53% gave through workplace

Baby Boomers

- 49 to 67 Years
- \$1212 per year across 4.5 charities
- Responsible Stewardship
- 21% will give monthly
- Online and Off line communication

Matures

- 68+
- \$1367 per year across 6.2 charities
- Keep Tradition
- Predominately responsive to traditional methods of giving,
- Legacy giving, bequest to favorite charities,





Thinking Creatively



- What resources do you have available to you?
 - Creative and innovative thinking are inherent in the talent in and around your organization
 - Community Organizations
 - Community Individuals
 - Existing Institutions
- Don't change what you offer, change how you offer it
- Allow community and employee investment ownership let the employees, parents, people lead it.



Alternative Options on Existing Platforms

- Adopt a family member
- Adopt an event- buy a ticket for someone.
- Donate an Art kit
- Donate a Musical Instrument
- Art, Dance, Music lesson Adoptions
- Assistive Listening Device
- Handheld captioning device
- Audio Description Adoption
- Adopt an Interpreter



The State Organization
on Arts and Disability



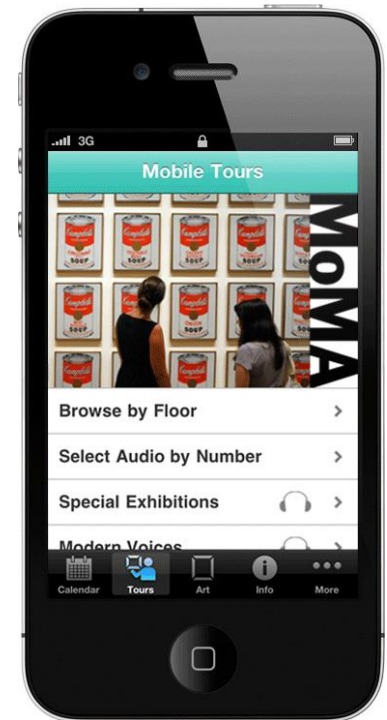
Make Giving convenient

- Use a service that allows your organization to receive donations of \$5-10 by text messages
- Become an Amazon Associate- Put a link up on your blog, website or other social media accounts, when people shop at Amazon through your link 10% of their purchase price goes to your cause
- Accept pay pal
- Invite employers to make it easy to support your mission with Payroll deductions at work



Incentives for patrons

- Incentives
 - Club
 - Rewards
 - Allow input
 - Identify Donors on equipment
- Expressions of Gratitude
 - Make them feel like their contribution makes a difference
 - Updates
 - Share success stories
 - Communicate that their donations are being handled in a fiscally responsible way



Embrace Social Media

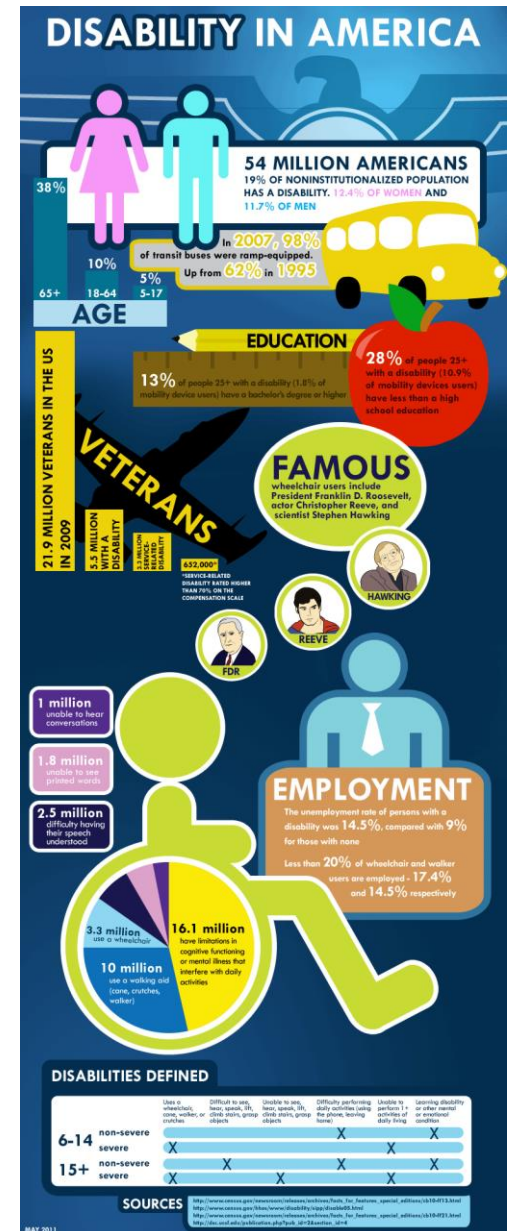
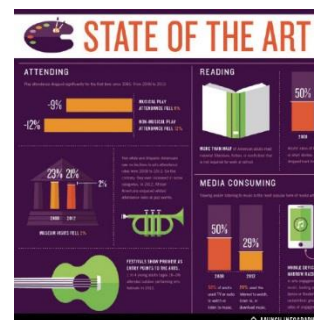


- The Selfie
- The Unselfie
 - a selfless selfie, or a picture that showed someone giving back and helping others.
- Photophilanthropy- photos that call for action to social change
 - You can charge for every upload, or get a sponsor to donate a dollar for every upload.
- Instagram, Facebook and/or Twitter



Visual platforms and their impact on Patronage

- An estimated 63 percent of social media comprises imagery.
- Video content is also hotter than ever, with the addition of networks like Vine and Instagram featuring microvideos.
- Infographics are another effective promotion tool for businesses with both a bounty of data and absorbing stories to tell.
- Visuals of your social media accounts need to stay consistent with the rest of your visual branding



- **Followerwonk**- tool that optimizes followership, blends the ability to listen, engage and measure followerwonk.com/
- **Google+ Local**- Navigate to www.google.com/+business/get-found.html promotion that costs nothing for small businesses.
- **Gmail** management. If you type the same message over and over, you can set up a variety of 'canned responses' that you send with just a couple of clicks and you can easily personalize it with a greeting or a few extra words. To set up this system, go into your 'Settings' menu on Gmail or Google Apps, under the Labs tab, and enable the Canned Responses feature.
- Tools like [LinkDiagnosis](http://linkdiagnosis.com/) are available free of charge to businesses looking to research the link inventory. Tool allows you to review your competition's external links while at the same time researching new opportunities for guest posts, partnerships, and PPC (pay-per-click) advertising opportunities. www.linkdiagnosis.com/
- **Pixlr**, is an easy, online image-editing tool that can be used with just about any Internet browser. Resize, crop, filter, or enhance images for your marketing collateral or website imagery instead of pricey photo editing software
- **CRM**, or Customer Relationship Management, is a model for managing an enterprise's interactions with customer, clients, and sales prospects. The best CRM solutions are more than just basic information like your customer's name and email address; the more robust ones can track psychographic information, scheduling followups, setting reminders, and converting leads into deals. CRM software like Microsoft Dynamics, Salesforce, SugarCRM, and Landslide
- **HootSuite** is a full-service online brand management and social media tool used for outlets such as Facebook, LinkedIn, MySpace, Twitter, and Instagram. Tool allows users to curate, schedule, and send social media posts all from one central location and allows you to create a constant stream of information during a dedicated time each day so you won't have to be hooked to your Twitter or Facebook feed at every moment.

Videos

- How to videos
- Testimonials
- Interviews
- “In Action” videos



- Where to post: Website, Blog, Facebook, YouTube,
- Link it: Twitter



Accessible event ideas

- Touch tours
- Back stage tours
- Audio description
- Shadow Interpretation
- Sensory Friendly Events



PRESENT
**AN END OF SCHOOL
 "SENSORY-FRIENDLY"
 DANCE PARTY!!!**

**Saturday, May 24th
 at 6pm**

with special guest host: dancer/musician James Reynolds
 All ages welcome and free to the public;
 donations will be accepted to benefit the MMMF's "All Abilities Rock" program

Musical Autist

Kansas City Alumnae Chapter of Sigma Alpha Iota
 and the
 Kansas City Metro Music Therapists
 bring you a

Sensory Friendly Concert

Saturday, March 15th, 2014
 2:00pm

Location: Central United Methodist Church
 5144 Oak Street
 Kansas City, MO 64112

Promoting the Neurodiversity Movement, Self-Advocacy and
 Community Music Therapy by providing
 Equal Rights to the Fine Arts!

\$5 donation per family suggested




Discover more: www.TheMusicalAutist.org

COME ONE, COME ALL TO SENSORY FRIENDLY SUNDAYS!

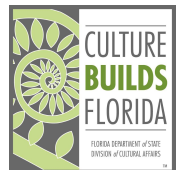
Sensory Friendly Sundays is an inclusionary screening series thoughtfully designed to consider children with developmental and behavioral disabilities.

Films are presented in a sensory friendly environment with the lights turned up, sound turned down, and customary social expectations relaxed. Gluten-free snacks are available.

KID'S TICKETS: \$1!

	OTTER 501 APRIL 27 // 10AM Live Action, Erik Sobot USA, 2012	Based on a remarkable true story, OTTER 501 chronicles the tale of an orphaned baby otter fighting for a second chance at life in the wild.
	ANTBOY MAY 18 // 10AM Live Action, Ask Hosenbath Denmark, 2012	12-year old Pelle is bitten by a special ant and transforms into the extraordinary superhero Antboy! Can he and his sidekicks save the town, rescue the damsel in distress, and be home in time for dinner?
	A CAT IN PARIS JUNE 22 // 10AM Animation, Jean-Louis Falourd & Alain-Guy Lafont France, 2011	Dino the cat lives two lives. By day, he lives with Zoe, a young girl whose mom is a police detective. By night, he roams the streets with Nico, a cat burglar with a big heart. One night, Dino's two worlds collide leading them all on a race across the Paris skyline.

Visit our website for film descriptions and ticket information!
filmadelphia.org/event



Partnering with for Profits



- Corporate adoption/giving to an accessible program
- Community organizations that can partner with you to provide an experience like
 - Dining in the Dark events
 - Outdoor/Tourist Experience companies to create a day of events

Events like wheelchair yoga in the garden

Autism Theater Initiative



- Partner with Gluten Free product providers
Sporting goods, Headlights or flashlights



Community Partnerships

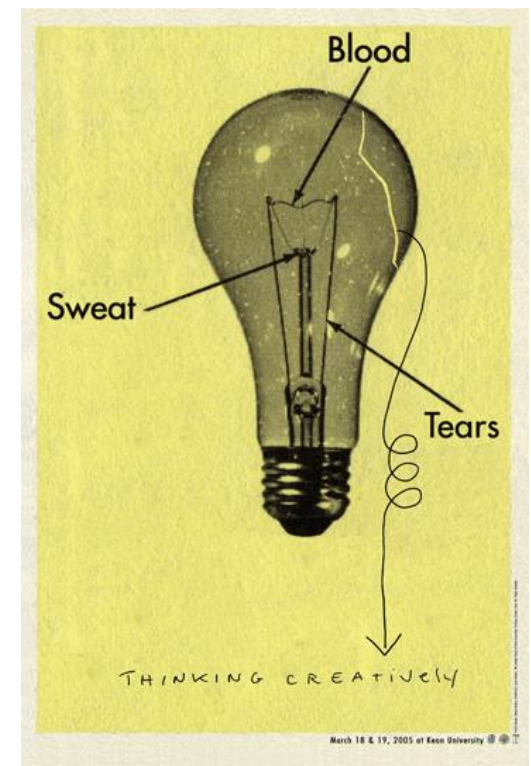
- Vision loss – Lighthouse for the Blind
- Senior Centers – John Knox Village – residents might have funds to underwrite a program
- Centers for Independent Living
- Special schools – Pepin in Tampa

Autism schools

Don't forget community focus groups to help define a new audience

Local Resources

- American Sign Language Groups
- Lighthouse for the Blind
- Autism Chapter groups
- Service Providers
- Schools



Local Resources

- The website for the Florida Registry of Interpreters for the Deaf is www.fridcentral.org
-
- Florida Developmental Disability Resource Page- search by zip code: <http://www.flddresources.org/ProviderSearch.aspx>
-
- APD resource by region in Florida:
<http://resourcedirectory.apd.myflorida.com/resourcedirectory/>
-
- APD regional administrators
contact: <http://apdcares.org/region/>



Partnerships



- Libraries – Talking Books - 8 specific libraries in state that offer special programs for vision impaired users.
- Partnering with other presenters or other organizations to share equipment, interpreters or audio describers

Funding

- Clubs like Rotary, Lions (vision) Elks, Masons etc.
- Self directed endowment funds
- Groups like the Hillsborough County Children's Board – programs, equipment, etc.



Grants and other sources

- The Able Trust www.abletrust.org info@abletrust.org 850-224-4493
 - <http://www.abletrust.org/grant/booklet.shtml>
- Biggest Giving day for fundraising Giving Tuesday- December
 - <http://community.givingtuesday.org/News>
 - Total charitable giving through PayPal in the month of December 2013 reached \$142.7 million dollars, a 36% increase from the month of December 2012! <http://community.givingtuesday.org/Page/LogosandToolkits>



Other Resources

- Directory of State Agencies:
<http://www.florida-arts.org/resources/directory/?label=laa>
- **The Advocacy Center for Persons with Disabilities, Inc.**
• <http://www.advocacycenter.com/>
- **Arts and Aging** <http://www.florida-arts.org/resources/artsaging/>
- **Arts in Healthcare** <http://www.florida-arts.org/resources/artshealthcare/>

Other Funding



- **What is Google Ad Grants?**

- Google Ad Grants is the nonprofit edition of [AdWords](#), Google's online advertising tool. Google Ad Grants empowers nonprofit organizations, through \$10,000 per month in in-kind AdWords™ advertising, to promote their missions and initiatives on Google search result pages. www.google.com/grants

Directory of State Agencies: <http://www.florida-arts.org/resources/directory/?label=laa>

- **SouthArts** <http://www.southarts.org>

- Media:

- **Emmy Foundation:** <http://www.emmysfoundation.org/>

- **Music:**

- **Grammy Foundation:** <http://www.grammy.org/grammy-foundation>

- **VHI Save the Music Foundation**

- **Mr. Holland's Opus Foundation**

Thank you participants!

- Slides, transcript, and additional materials will be made available at <http://www.florida-arts.org/resources/accessibility/>
- All registered participants will receive a follow-up email with links and additional information. Please fill out our follow-up survey!



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Join the Florida Division of Cultural Affairs in partnership with VSA Florida for

SUCCESSFULLY ACCESSIBLE

A LUNCH HOUR WEBINAR SERIES

This series of webinars will help arts and cultural organizations to successfully design, create and implement accessible programming, events and environments for their patrons. Each session will include DCA staff and guests who can provide information and experience on the importance of making the arts accessible to all Floridians. There will be time for questions and answers.

JOIN US ON THE FOURTH WEDNESDAY OF EVERY MONTH THROUGH JUNE:

January 22nd, 12:00pm – *Engaging Audiences & Patrons through Accessibility Symbols*

February 26th, 12:00pm – *Making Your Marketing Materials Accessible*

March 26th, 12:00pm – *Making Your Online Marketing Accessible*

April 23rd, 12:00pm – *Thinking Outside the Box: Partnering & Funding for Accessibility Efforts*

May 27th, 12:00pm – *Inclusive Tourism and Tourism Marketing of Accessibility*

June 25th, 12:00pm – *Accessibility and New Audiences: Marketing Locally*

Each session's resources and transcripts will be made available online after each webinar at florida-arts.org/resources/accessibility.

