

# Artist Handbook

## Step 1: The Words

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**You only have 300 words for your profile copy, so make each one count.**

### **What's in a name?**

A lot, actually. The name you give your project needs to be short, memorable, and descriptive.

### **What makes you, you?**

Our donors want to know what you're passionate about. Why do you do what you do? Give a brief overview of your background including career highlights, previous works, awards and/or accolades.

### **What will you do?**

- What is your vision for the project? What are you creating?
- What is your fundraising target? And why do you need the money?
- What is your timeline? Is this a staged project i.e. part of a bigger whole? How does your project timeline relate to project fundraising? And when will people be able to see the result of their investment?
- Where can people learn more, and keep track of your work? Do you have a blog, website, or social media page for the project? Where will your work feature?

### **What's the importance/relevance/impact?**

People support initiatives they can relate to, or that will make a positive difference to society. Are you bringing people together? Raising awareness of a specific issue or setting an example for others?

### **Some helpful tips.**

#### **Do...**

Be creative.

- Think about your audience.
- Keep your copy concise.

#### **Don't...**

- Be misleading, vague, or obscure.
- Use jargon or 'art speak'.
- Waffle on, or give people your whole life story.

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### Step 2: The Pictures

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#### “ You don’t take a photograph, you make it. ”

Ansel Adams

Images and videos are an important part of every campaign. Whether your project is highly visual or not, this is an opportunity to connect with your audience on a deeper level. Choose strong campaign images to front your ACF profile, social media pages and newsletter copy. Use the same images for any media and profile raising opportunities. Putting a face or faces to your project helps personalise your campaign.

You don’t need to hire an entire production team to create your video. Use the resources that are available to you. Be your creative self.

#### **Do...**

- Rehearse and edit.
- Be yourself. People want to hear about you.
- Entertain. Make people feel something about your projects.

#### **Don’t...**

- Skip corners or leave in bloopers.
- Be camera shy.
- Use stock or poor quality images.

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### Step 3: The Activation

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“ If you ask me what I came to do in this world, I, an artist, will answer you: I am here to live out loud. ”

Emile Zola

Tell as many people about your project as possible.

Your biggest waves of support are likely to come in the first and last week of your campaign. It's important to dedicate time to planning your launch strategy, both online and off.

The best people to start with are your friends, friends of friends and other connections. These people are likely to be your biggest fans and your best advocates. Who else? Think about groups and organisations you could collaborate with, whose activity or purpose may align with yours. Don't be afraid to approach them with some thoughts on how you could be mutually supportive.

#### How else can you tell people about your campaign?

##### Social media

It's time to get tweeting, gramming and status updating. If you don't already have social pages set up, create them now. Use these platforms to generate interest in your project, start a conversation around what you're doing, and eventually build a supportive community.

Post regular campaign and project updates, show teasers of new work/video updates, celebrate campaign milestones; share media coverage; thank all of your wonderful supporters for their generosity; invite your followers to campaign events; like, retweet, and repost all campaign related content and feedback.

Balance your posts so you're giving your followers a reason to follow you, not just begging them for money. Aim to post regularly.

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### **Direct email**

Compile a database of followers and create a short email that explains your project. Tell people what their support will help you to achieve and how easy it is to donate. Include links to your ACF profile and social media channels. Coordinate your campaign launch email with your social media announcement. Most of all, find a way to make it stand out from all the other emails people receive.

### **Media**

Look beyond your existing network; create a media release to announce your project to selected radio, print and online media outlets. Think carefully about which media to approach and adjust your pitch to each outlet. Blogs are a good place to start as they often have supportive niche audiences. Your pitch has the best chance of success if the focus is on the project rather than the campaign, so it's up to you to provide campaign details and links in a clever way. Include imagery and video content where appropriate.

### **Events**

Everyone loves a party. Hosting an event is a smart way to attract donations and spread awareness for your project. The reason some fundraising parties flop is because no one knows why they are there. Make sure everyone at the party knows who you are and what your project is. Give a speech, put on a performance or cover the walls in your work. At the event you should be networking and asking people to spread the word. Consider looking for food and drink sponsors to help cover event costs.

### **Do...**

- Call in favours from your friends and networks.
- Be prepared to work hard. Really hard.
- Stay positive.
- Stay focused.

### **Don't...**

- Delay. Time is of the essence.
- Spam. There's a fine line between persistent and annoying.
- Be shy. Now is an appropriate time to talk about yourself.

**Artist  
Handbook****Step 4:  
The Follow Up**

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**You can't use up creativity.  
The more you use, the more you have**

Maya Angelou

Thanking and keeping in touch with your donors after the campaign is just as important as before and during.

Remember, you now have a network of people who are interested and have invested in you and your project. Let them know about project updates and outcomes. Think about how your donors like to communicate; letters, emails or social media.

Start with a simple thank you message. You should aim to build a long-term relationship with your audience, not a one-campaign stand. Always invite your donors to the launch or to see the final outcome of your project.

Are you ready to make culture happen?