|  |
| --- |
| **SAMPLE APPLICATION FOR MARKS GRANT**  School of Fine Arts Department |
| Dramatic Arts |
| Projected START date for the activity/event proposed. |
| 05/14/2018 |
| Projected END date for the activity/event proposed. |
| 07/29/2018 |
| **Project Narrative** |
| Please describe the activity/event: |
| xxxx is a program offered by xx Productions, a 501(c)3 arts organization serving Connecticut communities. For almost 20 years, xx has offered free-to-the-public Shakespeare and classic works in outdoor summer productions in the xx, xx, xx, and at the xx.  xx is in a crucial stage of life. The past two years have seen the untimely passing of two beloved members of the leadership team. These losses have created a deficit in the organizational support needed in order to fund the summer production and make connections within the community. Over the past two years, I have voluntarily offered myself as a resource to assist in the strategic conversations and tasks necessary to keep xx alive and thriving as they overcome recent challenges. I am proud of my impact so far:  • Organized a community event with the local Library, offering free Shakespeare-centric classes and mini-performances. • Managed the 2017 and 2018 Giving Day campaigns, resulting in an over 400% increase from 2016 to 2017 ($600 to $3500), and doubling 2017’s total for 2018 ($3500 to over $7,000). • Initiated conversations with the local university, which is now a likely partner for our 2018 summer production. • Created a monthly member newsletter, to offer our community access to ticket discounts, insider info, and news on a regular basis. • Initiated an Artistic Advisory Committee, comprised of long-time dedicated members who contribute to organizational dialogue about projects, structure, and growth. • Transferred an outdated site to a Squarespace platform, also for ease of use and future updates, which I currently maintain.  To continue my work, I am requesting a Marks grant in the amount of $3,443 to fill the position as Director of Engagement for the 2018 xx summer production. In applying for this grant, I seek to further my understanding of the fundamental need for community engagement in supporting arts institutions. My goals are to:  • Engage youth and families through participation at community events, including a sponsored event during the production. • Increase audience database for identifying potential individual donors and dedicated members of the patron community. • Research and engage institutional funders to support our programs, including our summer educational training intern program. • Create a marketing strategy with increased social media, email marketing, and print materials for broader brand awareness in the Bridgeport and surrounding communities. • Formalize internal administrative systems so that my work can be replicated post-summer.  I truly appreciate your consideration of support for this valuable organization and to my continued pursuit of educational work experiences that will further demonstrate my value and capabilities. |
| **Budget** |
| Mileage (.54 cents/mile; personal cars only) |
| | **Justification** | **Amount** | | --- | --- | | 1 roundtrip a week for 11 weeks, each 140 miles, .54 cents a mile | $832 | |  |  | |
| Printing |
| | **Justification** | **Amount** | | --- | --- | | 5,000 Oversized organizational postcards for events, mailings, and community distribution | $500 | | Printing of 20 Brand Packets (each is approx. $12) | $240 | |
| Student Participant Stipends |
| | **Justification** | **Amount** | | --- | --- | | 15 hours/wk for 11 weeks (May 14 - July 29) at the $9.60 student rate | $1,584 | |
| Other |
| | **Justification** | **Amount** | | --- | --- | | Mailing of Brand Packets with Funding LOI's - 20 at 1.89 each | $38 | | Graphic Design Services to design Brand Packet, Social Media Graphics and Postcard | $250 | |
| **TOTAL BUDGET** |
| $3443 |