

Finding and Tracking your Money

September 29th, 2014

Roundtable P1

- Explain value of arts to non-arts community.
- Key to stable funding PR, politically motivated. (Interrelated to point above) and *L.T.* \$ for stable ongoing operations through growth phases
- Where to start with fundamentals
- How to optimize database for total operating effectiveness information, donors, etc.
- Database options
- Integrating data systems with CADAC
- Disparate/myriad data points

Roundtable P2

- Links for collaboration
- Quick creative projects
- Funds for collaborative spontaneity
- Logistics
- Coordinated and sharing programing
- Leverage connections
- Monetary sources
- Get NFP Boards to “get it:
- Re\$ accountability
- Good \$L →to move forward
- Accounting for all resources “weighing up”
- Tools to articulate actual needs→targeting grants actually

Roundtable P3

- Best practices in PR. Development and other best practices (Example Member/Donor/Subscriber management.
- Shared info/training sharing
- Coffee-cup training
- Share info →collective needs for sourcing/tools
- Sharing – collaborating reprograming to avoid competition.
- Systems integration
- Business planning for musicians hum
- Nimble management

Money Sources

In what ways are we in competition with each other? How is that good? How does it hinder capacity for growth and inter-organizational planning?

Dynamic pricing

Individual purchases – customer retention

Descriptive, up-to-date database of funding sources

Ways to sort through the many grants/granting agencies (key funding criteria)

Researching for grants and reporting

How do we get philanthropists/ arts patrons interested in small companies and for projects that aren't only "bricks and mortar" How do we find the ones that are interested

Ticketing **success** (online)

-Cost comparison feature sets

Database

What kind of info/data to track and how

-Best practices for starting/creating.

-Database options at different price points

-What to consider when selecting a database.

-Have vendors talk to us as a group/collective

Example: Databases or grant research databases (Ajah, GrantsConnect, BIG online)

-How do you ensure "clean" data – allows for better analysis and comparison and can inform planning.

-Procedures for implementing and maintaining database

Fundraising

-Cultivating Sponsorship

-Retaining donors/renewals

-Using CRA website to find foundations (not good idea – better options). True- but they cost money and CRA has re-designed site.

-Overview of different fundraising options /approaches.

-Receipting practices (events, in-kind donations)

- Fundraising resources available
- Key fundraising/ grants for the arts
- Empowering boards and volunteers to make 'asks' and open doors
- How to get more private foundations in Ottawa to give to the arts
- Fundraising = Awareness-raising
 - = Curiosity- raising
 - = Value of arts raising

Security of confidential data

- Cyber risks – identification and management
- Use of free data storage, email and FTP transfer services, key issues on how to mitigate risk.
- How to involve volunteers with data ore finance.
- iCloud 101- how secure is it?
- Steps to take when data breach occurs
- Does CASL have teeth?
- Security for financial info (e.g. Credit card number)

Financial Management

- Group class on Quickbooks (or something) for arts managers. Yes!
- Getting most out of Excel. Yes!
- Control systems for organizations of various sizes
- Managing Human Resources
- Tools to help board members understand their financial reports
- Daily, weekly, monthly reconciliation
- Examples of good financial reports
- Tools for creating good internal controls/processes that can be scaled based on size of organization.
- Understand basic accounting principles

Collaboration

When it works to mutual advantage, how to say 'no' to proposals that don't offer much.

- Volume buying of common sources
- Programing co-ordination between organizations
 - Enhance each other's product
 - Reach new markets with joint promotions
- Collaborating on specific projects where funds, personal, expertise, etc. can be leveraged

*** For all workshops have “do now” “complete this” “share my” component. Like an MBA case study, use REAL life examples from our community. Don’t just talk AT me. Explain, use examples, peer-coach.

Strategic and Business Planning

- Projecting future needs accurately
- Understanding the changing environment and its implications
- Gathering and making use of market research.
- How do you stay on course with changing environment? (Markets and economy, political)
- Sharing info on ways to engage college and university students to assist with business problems and solutions.
- For necessary planning documents. Ie Human Resources manual, creating and updating info. To be read by multiple arts organizations. Template that can be “personalized”
- Stable HR financing/\$\$\$. For Staff retention and planning goals. Vs. FI grants and internship.
- How to write a business proposal that is art-related but which will speak to the business community

Mentoring

- Formal/informal
- Using technology to facilitate – Skype, Google hangouts
- Pair ARTS with NON-ARTS, Ottawa to Vancouver
Halifax to Edmonton
- Systematic pool of professional mentors available for “coffee coaching” sessions with arts community
- Organizations making opportunities available to younger, less-experienced people.
 - Paid, organized intern programs.
- Career development for artists – young graduates
 - Post retirement artists
 - Arts administrators
- Helping arts’ organization transition to legislative requirements as businesses

Project Management

- Organizing the life-cycle of a project
- Recruiting and managing volunteers
 - Engaging youth and seniors
- Someone did it before you – ASK THEM
 - Is their organization stable enough for them to share? How do we preserve corporate memory?
- Making useful and proven templates readily available

- Accounting for Projects and Reporting
- Understanding the costs (direct and indirect) required to complete the project successfully
- Time Management **

Artist Compensation

- Promo/marketing campaign to increase awareness of value of arts and artists
- What is fair \$ for different types of gigs.
- Where can you find reference points to other compensation figures?
- How to offer money that's fair and an experience that's excellent
- How to politely lose our language of gratitude/charity vs. value
- CARFAC Rates
- Contract templates
- How to advocate for artists asking for more and locally