

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- Transferred an outdated site to a Squarespace platform, also for ease of use and future updates, which I currently maintain.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