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## Palm Beach County Arts Accelerator

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### Program Overview

The Cultural Council of Palm Beach County and the DeVos Institute of Arts Management at the University of Maryland are pleased to announce the launch of a year-long training and consultation program for up to 10 cultural non-profits in Palm Beach County.

Building on the Council's robust history of professional development for arts and culture professionals, the *Palm Beach County Arts Accelerator* is designed to position 10 Palm Beach County institutions to design, implement, and complete catalytic fundraising campaigns.

The program will focus on the needs surrounding the design and implementation of a major fundraising effort—such as a capital campaign, the creation of an endowment or reserve, an internal capacity building strategy, a major anniversary celebration or other landmark event, or the launch of significant new programming.

The program, which will consist of group training, one-on-one consultation, and peer-to-peer collaboration, will assist organizations in identifying, then addressing, strengths and liabilities related to their campaign.

Participants will be selected by the Cultural Council of Palm Beach County and the DeVos Institute of Arts Management based on a compelling statement of interest, readiness for the program, and level of commitment to the program, amongst other criteria.

The program is offered free of charge to successful applicants, underwritten by a generous gift from Donald M. Ephraim and Maxine Marks for the Donald M. Ephraim Family Foundation, and Suzanne L. Niedland.

### Application Deadline

Applications for the *Palm Beach County Arts Accelerator* are due **Tuesday, July 10, 2018, 5:30pm EDT**.

Applications should be submitted electronically by following **THIS LINK**.

Applicants will be notified regarding the outcome of their applications by July 30, 2018.

For more information or with questions, please contact Jan Rodusky at [jrodusky@palmbeachculture.com](mailto:jrodusky@palmbeachculture.com).

### Online Information Session

To learn more about the program, applicants are invited to join an online Information Session presented by Brett Egan, Institute President, on **Monday, June 4, from 9:30–10:30 am EDT**.

This session will provide additional information about the opportunity as well as address questions raised by participants either during the webinar or submitted by email prior to the session. Questions may be sent to Tanya Surtees at [TGSurtees@DeVosInstitute.net](mailto:TGSurtees@DeVosInstitute.net).

**To benefit fully from the discussion, we encourage participants to familiarize themselves with the application and program materials prior to attending the Information Session.**

Registration for this session is required at **THIS LINK**.

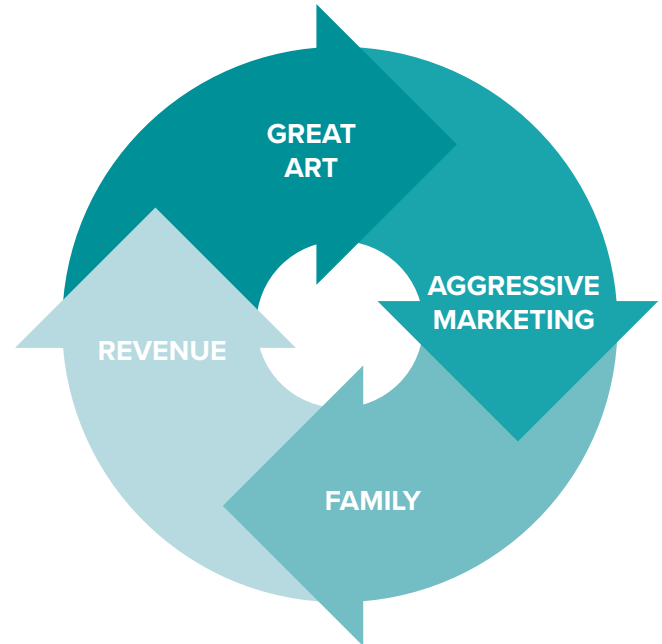
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## About the DeVos Institute

Since 2001, the DeVos Institute's capacity building programs for managers and their boards have served more than 900 organizations in diverse communities throughout the United States and around the world. For each program, the Institute combines core arts management training—principles that influence the sustainability of any arts organization worldwide—with subject-specific master-classes and one-on-one consultations tailored to the specific conditions faced by program participants. The DeVos Institute relies on extensive research and close collaboration with local partners to achieve this balance.

The Institute's approach to management is informed by an observation that, regardless of art form, geography, or size, thriving cultural organizations hold several core characteristics in common:

- Their programming is bold, mission-driven, and balanced;
- They aggressively market that programming, as well as the institution behind it;
- The resulting visibility produces a swell of interest and enthusiasm among a "family" of ticket-buyers, students, board members, donors, funders, and volunteers;
- They make it easy and enjoyable for that family to get more involved—to contribute money, time, or connections; and
- They reinvest revenue produced by that family in necessary infrastructure, as well as ever-more dominant programming that, marketed well, entices a larger, more diverse, generous, and connected family.



When this "cycle" repeats year after year, all stakeholders—staff, board, and family—sense they are part of a strong, successful enterprise. For those with means, this momentum encourages increased generosity and ambassadorship; for those with skill and time, a swell of pride and focus—aligned with mission—drives increased productivity. These organizations grow steadily—donor by donor, patron by patron, ally by ally—to build and sustain dominant artistic program and financial health.

For more information about the DeVos Institute, please visit [devosinstitute.net](http://devosinstitute.net).

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## Eligibility and Program Components

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### Eligibility

The opportunity is open to any eligible organizational member of the Cultural Council of Palm Beach County.

The program is most relevant to organizations with intermediate and advanced fundraising practices. Strong candidates will articulate an impending opportunity or need that requires a substantial fundraising campaign, as well as the capacity—or a commitment to build capacity—in order to implement the envisioned campaign.

The program is designed to support organizations anticipating the implementation of a major campaign, or that currently have a campaign underway.

Applicants will be expected to:

- have a history of at least three continuous years of programming;
- have at least one full-time staff member, although the program is equally equipped to work with large staffs;
- articulate an impending opportunity or need that requires support;
- demonstrate timeliness of and the readiness for the campaign;
- present clear thinking about their goals; and
- evidence the commitment of executive, artistic, and board leadership.

### Group Intensives

The program is centered on two group intensives to be held **Monday, September 24, 2018** and **Monday October 22, 2018** at the offices of the Cultural Council of Palm Beach County.

These day-long group intensives will support participating organizations in identifying strengths, liabilities, and needs in respect to their fundraising effort.

*Intensive One:* The first intensive will position participants to anticipate the impact of their campaign on their annual fundraising process and ensure that groundwork is in place to maintain organizational stability throughout a catalytic campaign.

*Intensive Two:* The second intensive will deal with campaign readiness and execution, preparing organizations to design and execute a catalytic fundraising campaign.

Each organization's executive director, artistic director (or comparable), and board chair (or senior board member) will be expected to attend each intensive. Each organization may engage up to five team members in each intensive.

In the intensives, organizations will be asked to consider areas such as:

- The impact of catalytic campaigns on mission, programming, and capacity.
  - How best to engage a Board of Directors in a catalytic fundraising campaign.
  - Building a practical financial plan that anticipates the impact of the fundraising effort on annual operations.
  - Risks inherent to a catalytic campaign and how best to avoid common pitfalls.
  - Building internal capacity to implement a major campaign.
  - The role of the staff, Board, and external parties throughout the process.
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### Readiness Audit

Following the intensives, organizations will be asked to perform an online self-diagnostic to identify areas in which they are well-positioned for a campaign, and others in which additional planning or investment will be required. Ultimately, the Audit will serve as an inventory of strengths and liabilities in anticipation of a catalytic campaign.

### One-on-One Consultation

Following the Audit, each participating organization will receive two, one-on-one consultations with Institute Leadership. The Institute will use these meetings to assist organizations in understanding an appropriate response to extant gaps in capacity or resources as identified in the Audit, as well as developing strategies in support of their intended campaign.

### Capstone Event

At the completion of the program, participants will attend a final meeting to discuss outcomes of the process, strategies for moving forward, and ways in which to collaborate.

### Additional Information

For more information or with questions, please contact Jan Rodusky at [jrodusky@palmbeachculture.com](mailto:jrodusky@palmbeachculture.com).