

Give Us Some Credit!

Acknowledgement Requirements
and a Promotional Toolkit for
MCACA Minigrant Recipients



Congratulations on the receipt of your minigrant award! We hope the following pages will remind you of the importance of promoting your state-supported project to the taxpayers in your community, your legislators, your media partners and your organization's own membership.

Inside you will find, not only what is required in terms of promoting the MCACA minigrant award, but also some ideas on other steps you can take to thank those responsible for arts and cultural funding, enhance awareness of your project activities, and perhaps even leverage additional future support.

John Bracey
Executive Director

Council Members:

Steven M. Horn
Chairman
Beverly Hills

George A Bayard II
Kentwood

Melonie B. Colaianne
Northville

David O. Egner
Novi

Barbara Kratchman
Bloomfield Hills

Nheena Weyer Ittner
Marquette

T. Michael Jackson
Traverse City

Cindy Ornstein
Flint

Vivian Rogers
Pickard
Bloomfield Hills

Steve Tobocman
Detroit

Amanda Van Dusen
Pleasant Ridge

Vickie Metz Wagner
Three Oaks

MCACA
300 North Washington Square
Lansing, MI 48913

www.themedc.org/arts
(517) 241-4011



PROMOTION

As an organization receiving a minigrant award from the State of Michigan Council for Arts and Cultural Affairs (MCACA), you are required to live up to the terms and stipulations of your grant agreement. Part of that agreement is the use of the MCACA logo in your publications related to the funded activity. The Grantee agrees to prominently display Council name and logo in printed and electronic materials including a reference on websites with a hyperlink to the MCACA home page.

Support credit must also be included in broadcast promotion, stating as follows: "This activity is supported by the Michigan Council for Arts and Cultural Affairs." Verbal acknowledgment should also be given prior to each performance or presentation. Copies of printing, photographs, advertising and program materials prepared for this activity should be included in the Final Report for your minigrant.

A high-resolution logo can be emailed to you from your regranteeing organization. A sheet of "camera ready slicks" are also available on request.

But using the MCACA logo is only one way you can promote your project and its support by state government. As you are aware, many people in communities throughout the state are unaware of the long-term impact your programs have on the quality of life in your community. This impact goes beyond a quality arts or cultural experience, it also includes employee retention, business retention, cultural tourism, various other forms of economic impact as well as the educational impact your organization has on the quality of life in your community. Crediting MCACA in as many places as possible helps your community understand the impact of public funding on the arts.

Here are a few steps you can take to help better inform your entire community of the impact MCACA has on their daily lives:

Invite the press to your event, and whenever speaking to the press be sure to inform them of your funding sources.

Write an opinion/editorial piece for your local newspaper on the importance of state arts and cultural funding to programs in your community, especially the impact arts have on the economy and education. The MCACA alerts the media, statewide, when grant awards are announced, but you may have better luck if you personally encourage them to do a story about your grant award.

Announce your grant award in your newsletter and explain to your members the significance of MCACA support. Attached is a sample newsletter article.

Contact your local board of education. Explain your programs and MCACA funding to them. Be sure to include their impact on your local schools. Encourage your school board or school superintendent to contact MCACA about other educational funding opportunities. Your local schools may also have a newsletter they mail to parents or to all residents in your district. You may want to do an article for them about the educational impact of your MCACA supported project.

Schedule your state senator or representative to announce your grant award at an event or performance and speak to the audience.

OTHER IMPORTANT STEPS

Almost as important as informing your community about your MCACA grant award, is thanking your elected officials. Without their support at budget/appropriation time of the year, your grant award is not possible. A sample thank you letter is on page 4. You can find your legislator at www.legislature.mi.gov/.

The following are just a few steps you can take to ensure that your elected officials know their work is appreciated:

Contact the Governor's office to thank them for support of MCACA appropriation and thus the receipt of your grant.

Personally contact your area's Senator and House Representative "just to say thanks." Let them know how you feel about receiving a MCACA grant award.

Follow that call up with a one-page letter, thanking them for MCACA's appropriation and give them a brief description of the project and its impact (economic impact, educational benefits, underserved communities and access etc.).

Encourage your board members, community business leaders and even your audience or those who benefit directly to contact legislators to say "thanks" as well.

In your letter to legislators, list the private and/or corporate support used as matching funds. Who they are and how MCACA dollars have helped leverage those monies can be very important to legislators.

Invite them to all of your events. At one of these events, you may want to publicly thank them or recognize them for their support. Give them an opportunity to speak to your audience.

Make certain your elected officials are on your mailing list for newsletters, etc.

When you are working on your grant award article for your newsletter or other media, call your legislator's offices and get a quote from them on the importance of arts & culture and state support for your grant and its impact.

Writing a News Release

According to the Michigan Press Association, five points are important to a good news release: Who, What, Where, Why and When. If possible a sixth, How, should be included.

It is important to get all of these points in the first sentence of your story. This is called the "lead" of the story. A good lead captures the attention of the reader and makes him or her want to know more about the story.

After the lead, get into the important details of the story. Each succeeding paragraph should be of declining importance. This is what is known as the "inverted pyramid" style of writing. It permits the editor to pick up the important facts of the story in the first few lines. Then, if the editor does not have space or time to use the whole release, it can be cut from the bottom, where the least important information should be given.

Sample News Release:

For Immediate Release
(YOUR CONTACT NAME)

(YOUR ORGANIZATION) has been awarded a minigrant of (\$XX) from the State of Michigan Council for Arts and Cultural Affairs (MCACA) and (REGRANTING AGENCY NAME)

(YOUR PROJECT DESCRIPTION COULD GO HERE: 5 Ws, ITS IMPACT ON COMMUNITY, INDIVIDUALS SERVED AND PRIVATE DOLLARS LEVERAGED)

(A QUOTE FROM YOUR LEGISLATOR: You may want to draft a quote for their approval that discusses the importance of state support for arts and culture in general and the quality of life or educational opportunities in your community etc.)

Local support of the project included (YOU SHOULD LIST YOUR CORPORATE, FOUNDATION AND BUSINESS SPONSORS HERE. ESPECIALLY IF THE MEDIA OUTLET WAS ONE OF YOUR SPONSORS). (YOUR ORGANIZATION) also receives significant volunteer support from the community. (YOU MAY WANT TO LIST SOME OF THE VOLUNTEERS OR IN-KIND SUPPORT HERE. REMEMBER, NAMES SELL

Sample "Thank You" Letter:

The Honorable (Governor/ Senator/ Representative)
Address

Dear Governor/ Senator/ Representative

We would like to take this opportunity to thank you for the recent minigrant award of \$XX from the Michigan Council for Arts and Cultural Affairs and the (REGRANTING AGENCY NAME). It is because of your continued support of MCACA that we are able to provide our community with a quality cultural event.

Your support will allow us to (Summarize your project here. Include the audience it will serve and other benefits to your community.)

The minigrant has helped us leverage \$XX of support from (list your financial supporters. In particular, foundations, corporations, local businesses as well as private individuals.)

We would also like to take this opportunity to invite you to attend a (performance, exhibition, class etc.,) so you can see first-hand what we do and how vital state support is to our efforts. To RSVP or to receive more information about this event, please contact (name) at (phone #, fax, email, website). We hope you will give a few opening remarks etc.

We promise to keep you informed of our efforts (through our newsletter / regular news releases etc.)

Thank you again.

Executive Director / Board President