

STLACC Funding Strategy Options

Fall 2021



Deloitte.



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STLACC FUNDRAISING OPPORTUNITIES

There are five main categories in which STLACC has opportunities to fundraise. Each has a unique value proposition for both those donating and STLACC.

FUNDRAISING OPPORTUNITIES					GOALS	
	ARTIST MEMBERSHIPS	ORGANIZATIONAL PARTNERSHIPS	EVENTS	BOARD DONATIONS	GRANTS	SHORT, MEDIUM & LONG TERM
In Scope for this deck	YES	YES	YES	NO	NO	
Value to Donor	<ul style="list-style-type: none"> Community Exposure Resources 	<ul style="list-style-type: none"> Advertising Tax advantages Improvement of their city 	<ul style="list-style-type: none"> Advertising Community building Expanding network 	<ul style="list-style-type: none"> Satisfy requirement to serve on STLACC Board Tax advantages 	<ul style="list-style-type: none"> Meeting donation requirements Supporting meaningful causes 	1-Year Funding Goals <ul style="list-style-type: none"> Salary – Sandy Salary – Grant writer Operating expenses Rented office space
Value to STLACC	<ul style="list-style-type: none"> Expanded network Recurring annual income Inclusive reputation - low barrier to entry 	<ul style="list-style-type: none"> High value donations Long-term partnership building 	<ul style="list-style-type: none"> Increased community exposure Reputation building opportunities 	<ul style="list-style-type: none"> Recurring annual income Potential source of in-kind donations 	<ul style="list-style-type: none"> High value donations Funding for specific projects 	5-Year Funding Goals <ul style="list-style-type: none"> Retained program partnerships 10-Year Funding Goals <ul style="list-style-type: none"> Endowment Real Estate investment

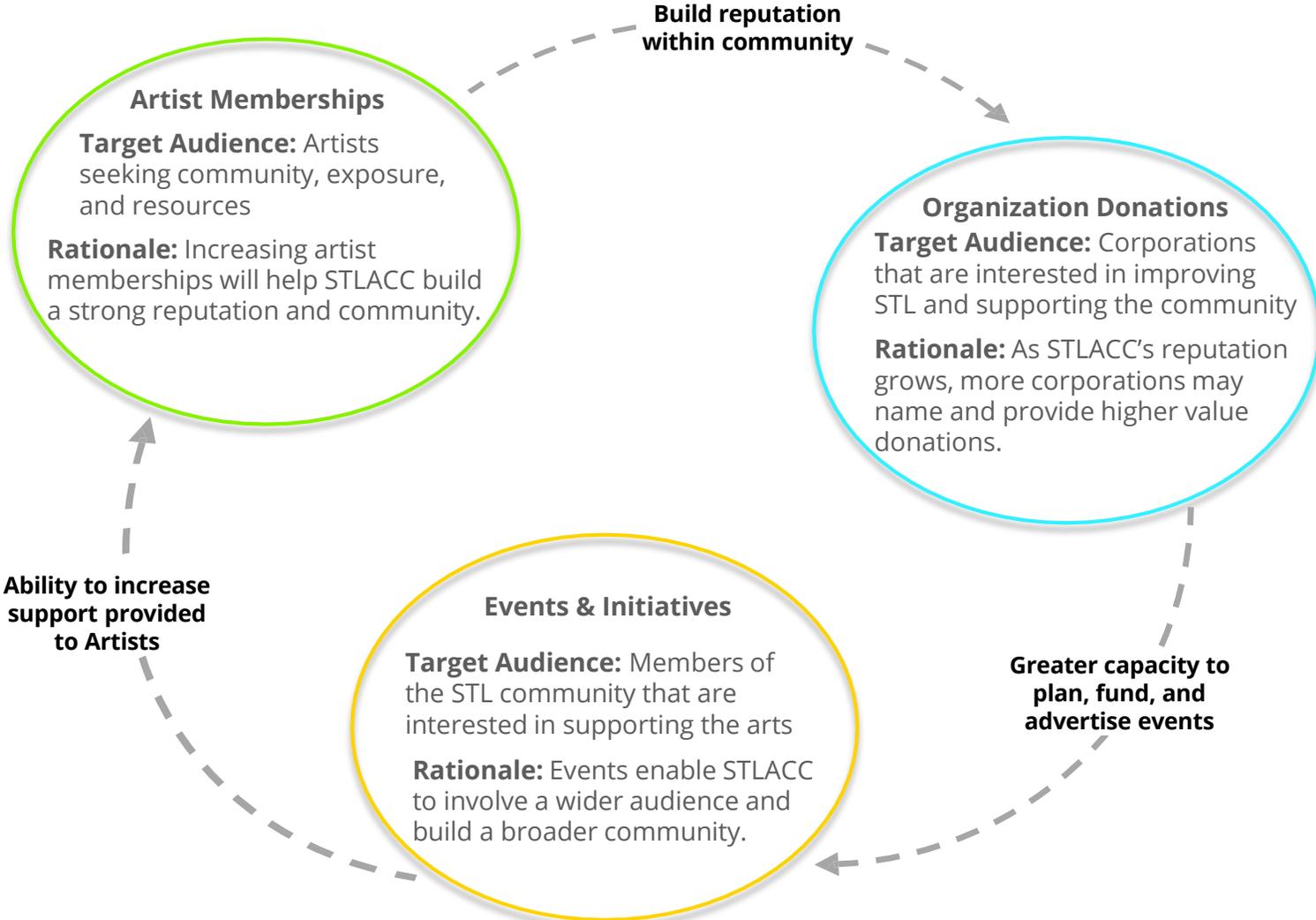
Prioritization of High Impact Opportunities

Prioritizing Artist Memberships, Corporate Sponsorships, and Events will enable STLACC to build its reputation while raising money to support its goals.

WHAT WE HEARD

- Over the next several years, the STLACC would like to:
- **Grow the organization's reputation** in order to increase likelihood of corporate donations
 - **Build and support** a thriving community of artists
 - **Improve St. Louis** through promotion of arts and culture
 - **Create and implement a sustainable fundraising plan** to cover operating expenses and programs

PROPOSED SOLUTION



Our Approach

Our team partnered with Sandy to understand the value STLACC provides, the artist and organizational journeys, and potential future opportunities STLACC can consider to grow in the future



UNDERSTAND VALUE TO ARTISTS AND ORGANIZATION SPONSORS

Understand and articulate the mutually beneficial relationship between STLACC, artist members, and organizational sponsors

DRIVE VALUE THROUGH JOURNEY MAPS & MOMENTS THAT MATTER

Create journey maps to define each step of the journey members and donors take, as well as key moments throughout the journeys where STLACC can positively influence the relationships

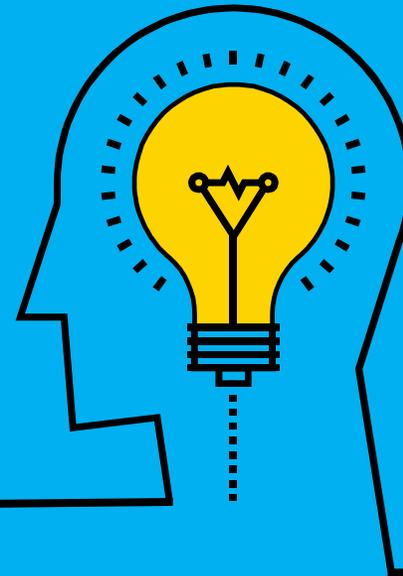
PROPOSE OPTIONS TO PROVIDE ADDITIONAL VALUE

Based on value and journeys defined for both artists and organizations, our team developed several suggestions of future opportunities for STLACC to pursue

Artist Member & Organizational Partner – Value Add and Journeys

This section includes:

- *Value accessible to artist members for joining and organizational sponsors for donating*
- *Journey maps that highlight overall process of joining or donating, including moments that matter*



Value that STLACC Membership Provides to Artists

Joining the STLACC provides artists at all levels with a community, exposure, and resources to grow their careers.



COMMUNITY

Overall Value to Artists

Artists can broaden their network and build connections with other STL-based creators



EXPOSURE

STLACC provides artists with platforms, promotion, and access to both local and national audiences



RESOURCES

Assistance with marketing, professional development, and mentorship opportunities is available to STLACC artists

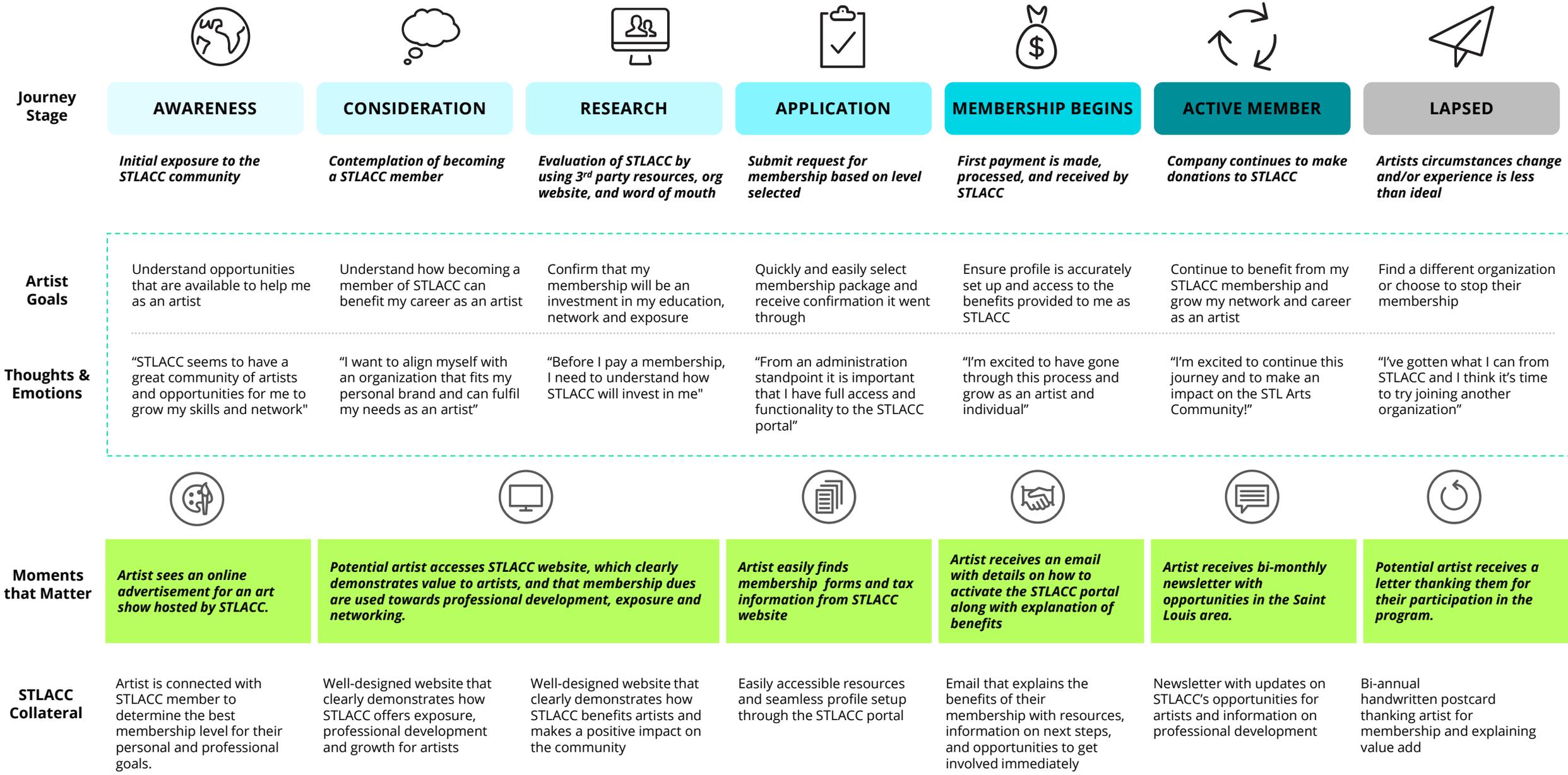
How Value is Provided

- Online Membership Portal Access Credentials
- Member ID Card & Membership Newsletter Emails
- Members-Only Networking Functions
- Explore St. Louis Partner benefits

- Listing in Online Public Membership Directory
- Volunteer & Leadership Opportunities
- Post Events to Online Calendar
- Event Announcements
- Marketing Support
- Social Media Posts & Promotion
- Sell Products via Virtual Gallery & Amazon
- Premium PR & Media Relations Support
- Premium Event Management

- Access to Open Opportunities boards
- Access to Private Member and Additional Directories
- Early Access & Discounted Fees to Programs/Events
- Professional Development
- Mentoring Opportunities
- Local and National Resources for the Arts & Business
- Member Discounts on Goods & Services
- Fiscal Sponsorship Services

Artist Member Journey



Value that STLACC Sponsorship Provides to Organizations

Sponsoring STLACC can enhance organization's communities, increase their visibility, and provide financial benefits



COMMUNITY

VISIBILITY

FINANCIAL

Overall Value to Organization

Organizations have an opportunity to directly improve the financial and physical well being of their hometown communities

STLACC provides organizations an opportunity for positive promotion throughout St. Louis

Corporations can deduct charitable giving from taxable income, thereby allowing the company to save money that would otherwise be paid in taxes

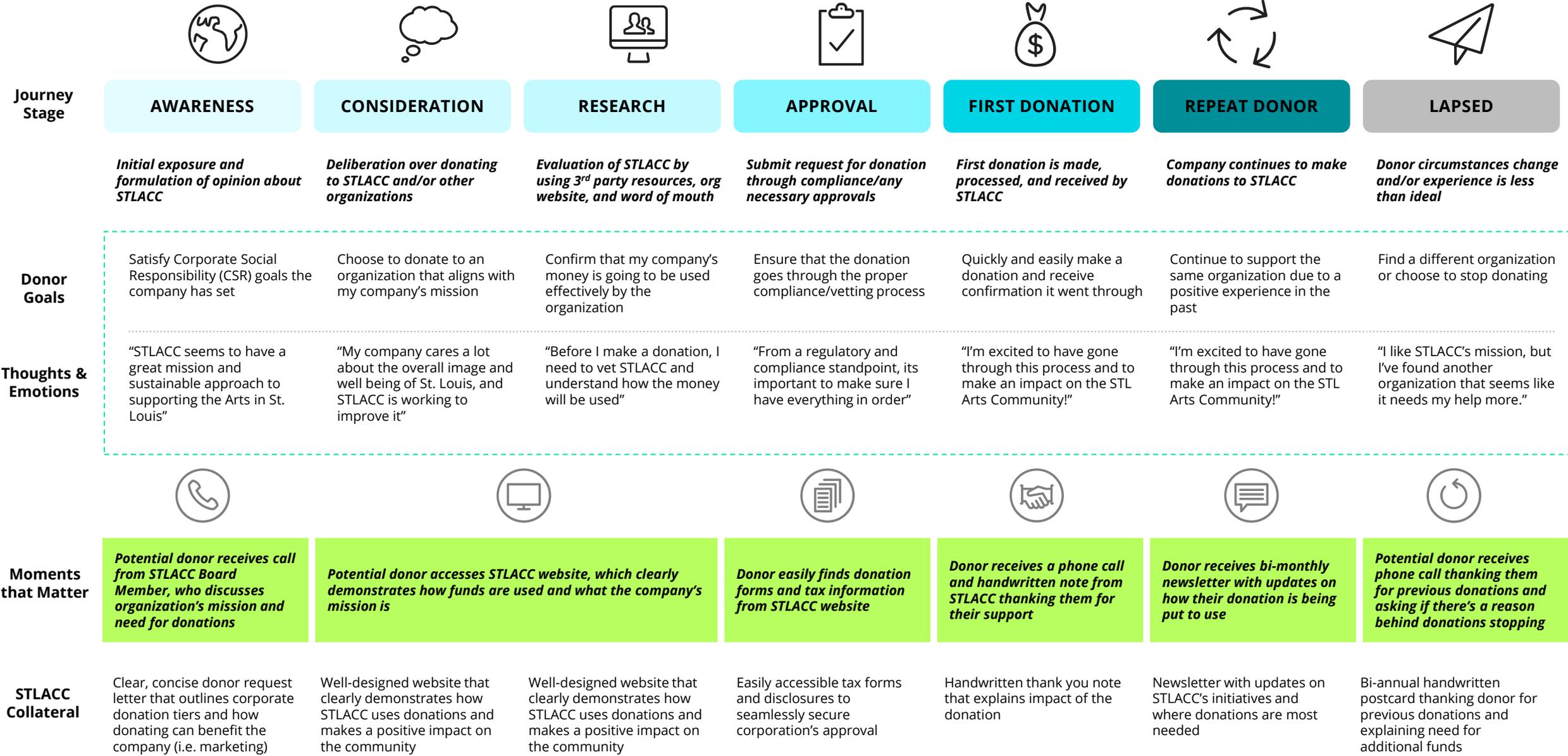
How Value is Provided

- Donating to STLACC helps to build a better community for everyone via art - including organizations
- Allows for exposure to the art community with the opportunity to participate in STLACC events and building new connections and brand awareness

- Advertising via STLACC collateral
- In-person promotion at STLACC events
- Reputation-building opportunities
- Opportunities to connect with artists and other organizational donors

- STLACC is a non-profit under IRS 501(c)3, making donations tax deductible
- Investing in future artists and helping grow the STL art community

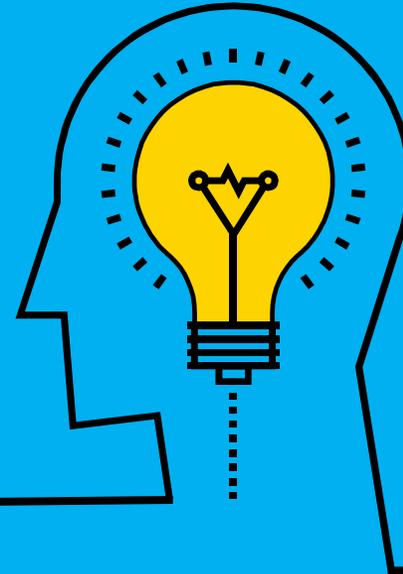
Organization Donor Journey



Future Possibilities for STLACC

This section includes:

- *Opportunities identified that STLACC can pursue to fundraise, increase reputation, and support local artists*



Future Possibilities for STLACC

Our team has identified several opportunities for STLACC to build its reputation in the community, help artists expand their reach, and fundraise

Workshops

Travelling Gallery*

Partnership

Description	<p><i>As STLACC looks to grow corporate involvement, it can engage member artists with prospective corporate partners as workshops can be led by both groups to positively impact each other</i></p>	<p><i>A travelling gallery gives organizations an opportunity to rent a gallery that can be displayed in their office space for a length of time, which is also a great opportunity for an artist to gain some exposure.</i></p>	<p><i>Partnerships attract the attention of for-profit businesses because sponsorships offer public recognition of the business's connection with a certain charitable cause, which may help attract new customers or bolster their reputation.</i></p>
Groups Impacted	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Organizations</p> </div> <div style="text-align: center;">  <p>Artists</p> </div> </div>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Organizations</p> </div> <div style="text-align: center;">  <p>Artists</p> </div> <div style="text-align: center;">  <p>STLACC</p> </div> </div>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Organizations</p> </div> <div style="text-align: center;">  <p>Artists</p> </div> <div style="text-align: center;">  <p>STLACC</p> </div> </div>
Impact	<ul style="list-style-type: none"> • Artists: Spread their brand, acquire business skills • Organizations: Employee networking events and growth of creative skillset • STLACC: Deepened relationship between STLACC and St. Louis based businesses 	<ul style="list-style-type: none"> • Artists: Spreads their name and shows their work • Organizations: Display artwork in office space for a better work environment • STLACC: Additional revenue and attracts more members 	<ul style="list-style-type: none"> • Artists: Targeted sponsored events • Organizations: Build brand awareness, attract new customers, and gain positive public recognition • STLACC: Additional revenue stream and opportunity to hold sponsored events
Suggested Activities	<ul style="list-style-type: none"> • Workshop from business on building a local brand • Workshop from business on social media marketing • Workshop from artist on sketching, composition, or digital design 	<ul style="list-style-type: none"> • Work with members to create a collection of artwork to display in offices • Communicate to corporate sponsors that there is an opportunity to rent a gallery 	<ul style="list-style-type: none"> • Newsletter sponsorship • Event sponsorship

* See slide 15 for additional details on this opportunity

Future Possibilities for STLACC

Our team has identified several opportunities for STLACC to build its reputation in the community, help artists expand their reach, and fundraise

	Digital Crowdfunding*	Exhibitions/Performances
Description	<p>A website designed to help STLACC member artists finance their projects by crowdsourcing funding from community members. STLACC could even offer a match as an incentive for donations.</p>	<p>STLACC could engage a high quantity of artists in a single event by hosting themed art exhibits that demonstrate the quality of art produced by members. Furthermore, STLACC can attract performing artists to membership through these events</p>
Groups Impacted	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Artists</p> </div> <div style="text-align: center;">  <p>STLACC</p> </div> </div>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Artists</p> </div> <div style="text-align: center;">  <p>STLACC</p> </div> </div>
Impact	<ul style="list-style-type: none"> • Artists: Showcase work and acquire further funding opportunities • STLACC: Greater funding opportunities for artists grants the artists greater freedom to create large projects, which will attract more artist membership and community engagement. 	<ul style="list-style-type: none"> • Artists: Targeted and organized events to market themselves and sell work. • STLACC: An additional activity to lure in artists seeking membership as well as to generate revenue through proceeds.
Suggested Activities	<ul style="list-style-type: none"> • Develop a simple website that showcases both active and funded projects, as well as their monetary goal, to draw in support from the surrounding community toward specific opportunities. 	<ul style="list-style-type: none"> • Highly marketed fair or expo that allows artists to set up their own stands to share the fruits of their artistic labors. • Separate or combined event that grants performing artists a platform to carry out their performances in front of a live audience.

* See slide 16 for additional details on this opportunity

Future Possibilities for STLACC

Our team has identified several opportunities for STLACC to build its reputation in the community, help artists expand their reach, and fundraise

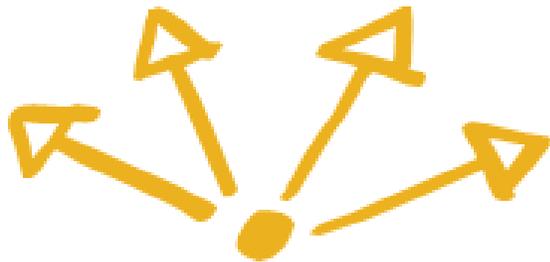
	Arts Trips	Artist Host Site
Description	<p><i>Trips for artists and art enthusiasts alike to embark upon local, regional, national, and international excursions to immerse themselves in the art of the world.</i></p>	<p><i>STLACC can bring international or national organizations of artists to St. Louis on an annual basis and host them to increase interest in novel or distant forms of art</i></p>
Groups Impacted	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Community</p> </div> <div style="text-align: center;">  <p>Artists</p> </div> <div style="text-align: center;">  <p>STLACC</p> </div> </div>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Community</p> </div> <div style="text-align: center;">  <p>Artists</p> </div> <div style="text-align: center;">  <p>STLACC</p> </div> </div>
Impact	<ul style="list-style-type: none"> • Artists: Connect with other artists and develop personal relationships with community members • Community: Engagement with STLACC and increased interest in local and regional arts • STLACC: Enhanced connection between artists and community leading to growth in both bases 	<ul style="list-style-type: none"> • Artists: Build a connection and learn with artists who exist and work outside of the St. Louis area. • Community: Increase in variety and quality of art to consume and builds St. Louis as an arts center. • STLACC: Strengthen ties to art organizations in other parts of the country and the world
Suggested Activities	<ul style="list-style-type: none"> • Walking tour of St. Louis murals • Weekend trip to explore arts festivals of nearby cities • Multi-week trip to arts rich countries in other continents 	<ul style="list-style-type: none"> • Invite and host international performing arts troupe • Develop a recurring event that attracts talent from different regions of the country

How does the traveling gallery work?

Unlike selling art, the traveling gallery allows the opportunity to rent out collections of art while advertising for your members

AWARENESS

Step one of successfully renting a gallery would be to market the available galleries to your corporate contacts. Include photos and renting information about the galleries.



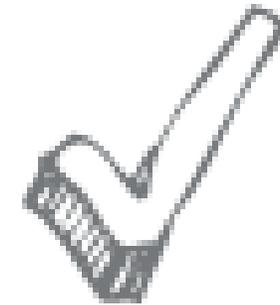
PLANNING

Meeting with the organization interested in renting a gallery is important because it gives an opportunity to plan out where each art piece could be displayed, See how much space they are wanting covered.



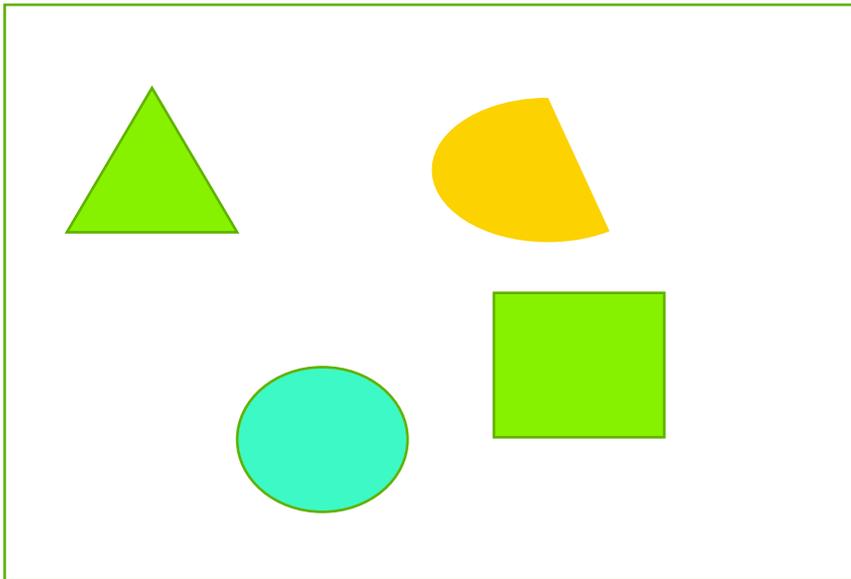
DISPLAYING

Once the organization has confirmed the renting of a gallery after the planning phase, it is time to go and set up the gallery. Ensure that all the pieces have the proper nameplate advertising the artist.



Digital Crowdfunding Example

Crowdfunding allows artists to connect with the community, while acquiring the necessary funding for their projects. Furthermore, high-quality art that is successfully funded will fulfill donors and drive future donations.



Shapes: by John Doe

\$3,151 raised of **\$4,000** goal
13 Days remaining



STLACC matched

79% funded

I am a sculptor, and my goal is to create a physical art installation that illustrates the geometric reality of our existence. This project, "Shapes", is part of

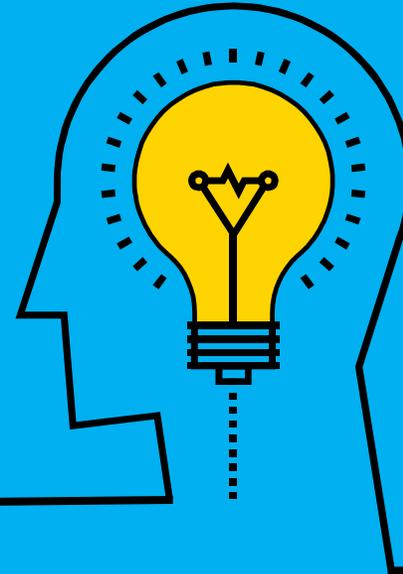
[Contribute](#)

The site would contain a full listing of various artist goals and active projects. Furthermore, a page can be dedicated to each project that would highlight the author, project, and "thank yous" depending on contribution amount.

Budgeting Considerations

This section includes:

- *10 step budgeting checklist*
- *6 key budgeting measures to consider*



Budgeting: A 10-Step Checklist

Use this checklist as a tool to construct your budget.

1

Determine Timeline

Set target date for board approval
Allow time for each step and for review and discussion
Approve before beginning of fiscal year beginning of fiscal year

2

Agree on Goals

Prioritize program delivery goals
Set organizational financial goals
Clarify annual goals from strategic plan

3

Understand Current Financial Status

Review current year income and expense compared to budget
Forecast to the end of the year
Analyze and understand any variances

4

Agree on Budget Approach

Assign roles and responsibilities
Agree on authority to make decisions
Agree on how much uncertainty can be included (how many unknowns)

5

Develop Draft Expense Budget

Determine costs (expenses) to reach program goals
Determine costs to reach organizational and strategic goals

6

Develop Draft Income Budget

Project income based on current fundraising and revenue activities
Project new income based on new activities

7

Review Draft Budget

Verify that the draft meets program and organizational goals
Review and discuss all assumptions
Make adjustments, based on goals and capacity, to match income and expenses
Review final draft for all goals and objectives

8

Approve Draft Budget

Present to any committees as needed
Present to the board for approval

9

Document Budget Decisions

Create a consolidated budget spreadsheet and file
Write down all assumptions

10

Implement Budget

Assign management responsibilities
Incorporate into accounting system
Monitor and respond to changes as needed

Six Key Measures

The balance sheet has a lot of valuable information. Our Balance Sheet Cheat Sheet highlights six key measures that are useful for all types of nonprofits. Below is a brief explanation of each of these financial indicators:

1

Current Ratio

Measure assets that will be cash within a year and liabilities that will have to be paid within a year and can provide an indication of an organization's future cash flow.

2

Donor Restrictions

Recognizing net assets with donor restrictions and representing them as such in financial statements is crucial so that organizational decision-makers are aware of obligations in the future.

3

Working Capital Ratio

By filtering out the portion of total net assets that are tied up in fixed assets (i.e. assets that will likely never be converted to cash), the working capital ratio measures how much of an organization's resources are without donor restrictions and available for current and future use.

4

Debt-to-Equity Ratio

Measures financial leverage and demonstrates what proportion of organizational debt versus organizational net assets are being utilized to support the organization's finances.

5

Statement of Activities

The change in net assets without donor restrictions indicates if an organization operated the most recent fiscal period at a financial gain or loss. This line is a direct connection with and should be equal to the bottom line of an organization's income statement (also called a Statement of Activities or profit/loss statement).

6

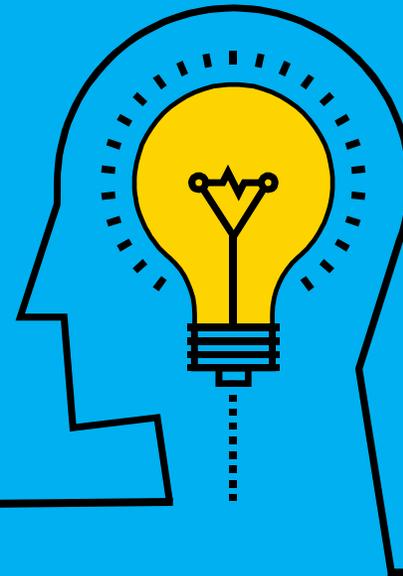
Days Cash on Hand

Measures liquidity and estimates how many days of organizational expenses could be covered with current cash balances.

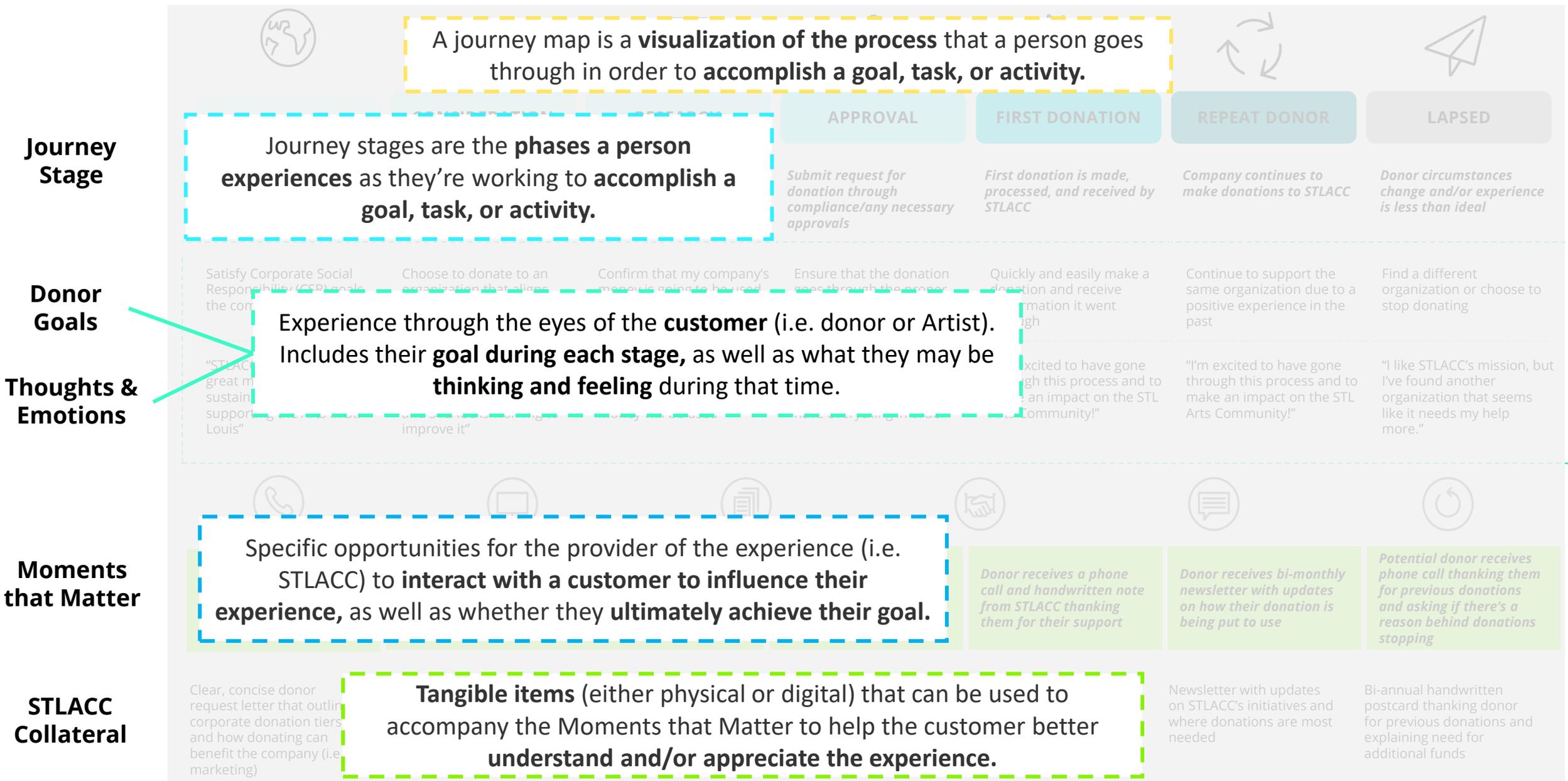
Appendix

This section includes:

- *Journey Mapping Key*
- *How to use Salesforce to track journey steps*



What is a Journey Map?



Using Salesforce to Track Journey Stages

1

When adding a new Opportunity, use the **"Journey Type"** dropdown to choose whether you're entering an **Artist Membership Opportunity** or a **Organizational Donor Opportunity**



2

Artist Journey

From the **"Journey Stage"** dropdown, choose which Journey Stage the potential member is currently in

Organization Journey

From the **"Journey Stage"** dropdown, choose which Journey Stage the potential donor is currently in



3

After **Moments that Matter** (see slides 13 & 14) or other **meaningful interaction** with either potential donors or members, change the **Journey Stage** in the individual opportunity to track where the artist or organization is within the journey

4

When planning marketing, outreach, and events, **determine target audience** by using the Opportunity filters to view which artists and organizations are at different places along the journey

