

# PERSIST & PROSPER

A Webinar Series for TN Nonprofit Arts & Cultural Organizations & Artists

Hosted by the Arts & Business Council of Greater Nashville  
Sponsored by the TN Arts Commission

## ***Persist & Prosper: Creative Fundraising Strategies for Arts Organizations***

**October 8, 2020 | 3 p.m. CST**

### **About this Event**

We brought together organizational leaders to discuss how they've pivoted fundraising events amid ongoing public health and safety concerns. Panelists will share what's worked, what hasn't, and how they see fundraising, and especially fundraising events, evolving in the coming months. Understanding that the needs and concerns of every community are different, panelists will speak for themselves and their organizations hoping to share the lessons learned applicable to other arts organizations throughout Tennessee.

**Panelists:** Ekundayo Bandele, Founder & CEO, [Hattiloo Theatre, Memphis](#); Reggie Law, Executive Artistic Director, [Oak Ridge Playhouse, Oak Ridge](#); Candace Lester, Development Officer, [Soulsville Foundation, Memphis](#); James McKissic, President, [ArtsBuild, Chattanooga](#); **Moderator:** Jonathan Harwell-Dye, Program Manager, [Arts & Business Council of Greater Nashville](#)

### **KEY TAKEAWAYS**

- The fundamentals of fundraising are still true. When in doubt, go back to the basics.
- Arts nonprofits have a unique power and freedom to advocate for themselves and their community.
- "What happens if we close our doors right now?" The answer should focus on broad impact in the community and at the individual level. The answer to this question is why your organization must fundraise during this pandemic.
- Be authentic about your needs. Have a clear message of what their contributions will support. The more specific, the better. And honor that.
- Demonstrate that you are seeking other avenues of funding as well.
- With everyone feeling a financial strain, grass-roots giving seems to work best. Focus more on many small gifts instead of a few large gifts. It fosters a sense of community and being a part of something bigger. It becomes infectious.

### **About the series**

The Persist & Prosper webinar series, hosted by the [Arts & Business Council of Greater Nashville](#) and sponsored by the [Tennessee Arts Commission](#), is designed to help Tennessee Arts & Cultural Organizations and Artists survive and thrive.