

Funding Your Senior Theatre

Bonnie L. Vorenberg





ArtAge supplies books, plays, and materials to older performers around the world. Directors and actors have come to rely on our 30+ years of experience in the field to help them find useful materials and information that makes their productions stimulating, fun, and entertaining.

ArtAge's unique program has been featured in *Wall Street Journal*, *LA Times*, *Chicago Tribune*, *American Theatre*, *Time Magazine*, *Modern Maturity*, on *CNN*, *NBC*, and in many other media sources.

ArtAge is more than a catalog. We also supply information, news, and trends on our top-rated website, www.seniortheatre.com. We stay in touch with the field with our very popular e-newsletter, *Senior Theatre Online*. Our President, Bonnie Vorenberg, is asked to speak at conferences and present workshops that supplement her writing and consulting efforts. We're here to help you be successful in Senior Theatre!

We help older performers fulfill their theatrical dreams!

ArtAge Publications

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Funding Your Senior Theatre

by

Bonnie L. Vorenberg

Senior Theatres are alive and well because funders fall in love with seeing older adults perform on stage. Enthusiasm and positivity encourages them to open their wallets. This document will help you plan and implement your funding sources, set fees, and more. You'll find that when you combine grants, campaigns, and donations, your company will have a solid and sustainable financial base. Use this document as a basic guide, then turn to the many resources in the appendix to complete your efforts.

About Senior Theatre

Now is a good time to seek funding for Senior Theatre. The movement is still largely undiscovered, a developing field which makes an interesting addition to a funder's portfolio. The other thing that makes Senior Theatre so attractive is that it is growing by leaps and bounds. There is activity for performers, from amateur to professional and in all kinds of locations. The field welcomes all kinds of theatre, making it rich with opportunity. Funders are giving the nod of approval to intergenerational programs and to ones that use the theatre to educate about a cause or medical condition.

The Growth of Senior Theatre

Senior Theatre is experiencing incredible growth as documented by the increasing number of performing groups. In our ArtAge Publications database, the largest one in Senior Theatre, we are able to track the growth of the field. In 1999, there were 79 Senior Theatre companies. By 2001, 291 companies had emerged, in 2002 there were 378, and in 2003 there were 419 groups. You can imagine our excitement when, in 2005, the number of Senior Theatre companies in the United States topped 500. As of 2016, there are over 800 companies. When supporters learn about the astonishing growth of the field, they will want to get on the bandwagon and make Senior Theatre even more successful.

Funding Challenges

Before you begin the funding process, it's important to know your challenges. For a start, we live in an ageist society which we combat in every element of Senior Theatre—from recruitment to funding. In addition, Senior Theatre often slides into a funding gap. Our work is not considered professional enough for arts funding and not 'needy' enough to receive money from aging sources. Add to the mix the society's impression that the arts are often considered a frill. These are the factors we are up against. They can be deflected. Use the research and excellent productions that earn the trust of dedicated audience members and these challenges will melt away.

The Funding Process

All campaigns have the same steps. So use this timeline to organize your efforts.

1. Create a solid performing company. Develop a mission statement, then produce excellent productions with a loyal following. Off stage, make sure the company is well organized and efficient in all areas including bookkeeping, marketing, and customer relations.
2. Make a plan. Use your financial history to create an ideal schedule for your funding goals. Most Senior Theatres balance:
 - Earned Income which includes performance fees, class fees
 - Grants
 - Gifts such as donations from individuals, bequests, and others
3. Do the research. Decide which elements fit best into your funding goals, then search out the most appropriate sources in both the arts and aging field. For informal research, consult friends and colleagues to help determine your direction.
4. Craft the proposal or letter. Draft the verbiage for:
 - Who you are—the narrative
 - What you need funds for—the program summary
 - How you will spend the money—the budget
 - How you will show the success of the project—the evaluationThese basic elements can be revised to fit a variety of formats.

Promote the Benefits of Senior Theatre

Include Statistical Studies. Until recently, Senior Theatre funding was hampered by a lack of hard statistics about the benefits of Senior Theatre. Once upon a time, practitioners experienced the physical, mental, emotional, cultural, spiritual, and social value, but we had no numbers to prove it. It's different now because the first statistical study to document the benefits of Senior Theatre has been released. The "*Creativity and Aging Study*" by Dr. Gene Cohen of George Washington University concluded that the arts make mature adults happier and healthier. Researchers documented:

Active participation in the arts promoted mental and physical health. The arts promoted social engagement, enhanced community life and fostered lifelong learning, thus improving the quality of life and well being of older adults." Arts participation improved overall health, which required fewer doctor visits and a lower use of medications. There were fewer falls because participants had more energy which resulted in more involvement in social activities. In addition, the older artists reported lower levels of loneliness, higher morale, and better vision than their counterparts.

A second study by Helga and Tony Noice was funded by the National Institute of Health. Their work focused on the benefits of creative drama with retirement home residents. The Noices' study concluded similar positive results.

The studies, which validate Senior Theatre, should be included in all proposals. This information helps Senior Theatre companies get the funding they need.

Add Anecdotal Evidence

It is useful to include personal narratives in grant proposals. Have your participants record how they benefit from their involvement. Make sure they address how they feel, what acting does for them, and how the theatre has changed their lives.

Audience reactions and testimonials make wonderful additions to grant proposals. Seek quotes from audience members about how they feel about the theatre. Use these tasty nuggets both in your proposals and in your marketing.

Senior Theatre with its strong cultural and educational benefits creates a bond between audience and actors. Performers and actors often say, “Our Senior Theatre is a family.” So your task is to help the funders feel like family also.

Other Studies

Scientists of all kinds are turning their attention to older adults so they can better accommodate the approaching ‘senior tsunami.’ As a consequence, there are many studies in a variety of fields which can be applied to our work. Look for research on dementia, brain fitness, movement, dance, exercise, creative aging, writing, fine arts, and reminiscence. Studies in other fields can be useful so research those also.

Non-Profit or For-Profit Organization

Even though most theatres used to be non-profit organizations, they are trending toward being for-profits or LLC entities. Even though most grants require applicants be a not-for-profit, called a 501(C)3 corporation, for-profit organizations also can seek funding.

If you are a for-profit organization, you can still receive gifts but donations will not be tax-deductible. So, rely on class and performance fees, special events and other forms of funding like crowdsourcing.

If you are just beginning a Senior Theatre, you can ask a local organization to sponsor your proposal. Partner with a local professional or community theatre, aging organization, senior center, or retirement community. Often, sponsors will request a small fee for processing the funds and completing reports.

Funding Projects: The Basics

Successful proposals begin with the research. Start with your local arts agency and then your state arts organization. Though they might not be able to give you large amounts of money, their awards validate your artistic standards. Try to land funds from both the local and state arts commissions.

Staff members at the arts commissions are usually very helpful and knowledgeable. Ask them about other sources of funding. Familiarize them with your project, goals and most importantly, your passion. Once you have crafted the proposal, staff members are often happy to review a draft of your

submission and assist you through the process. When you receive arts funding, be sure you always add arts commission logos to all of your marketing materials.

Research is never complete until you have consulted the Foundation Center which has information on both the arts and on aging. This physical and the online compilation is extremely thorough. Plan to spend some time either in the library or online at www.fdncenter.org. Be sure to investigate both fields because Senior Theatre can be funded with money from either of these two areas. Also investigate foundations which give money to projects in your geographic area and ones which currently fund theatres, arts, or aging programs.

When your research is finished, you will have stacks of papers, notes, and ideas of possible funding sources. It can get cumbersome, so we recommend that you compile the information into a flow chart. List the name of the funder along with due dates, contact information, and other details. Use this flow chart to prioritize the grantwriting process. You can use the same tool once your proposals are submitted so you can track when you might receive your money!

Decide on your Project

One of the most important steps is to create a project that fits the mission of the funder. Some organizations will fund travel, research, or performance while others will fund other areas of your work. Don't waste your time with a funding source that doesn't match your program or projects you want to do. It is especially nice if you can find sources for operating support, instead of special projects--these funders are worth their weight in gold!

Put a Face on your Work

When you find a likely funding source, develop a relationship with the program director. Visit their office, tell them about your company or the proposed project. Make sure it's a good fit so you don't waste your, and their, time.

"People give to people, not programs," emphasizes the value of developing relationships. Find out *who knows who*, then begin to make contacts. Meet with funders and create a personal touch to put a public face on your work. Do a performance, show a video, articles, or photos. It always works best when funders meet the performers because, "Seeing is believing."

Write the Funding Plan

The process is not difficult if you've already planned the project thoroughly. When you craft the plan, use a clear, concise writing style that includes details without being flowery. Tell your story so readers can't do anything but fall in love with your program. Complete it with a realistic budget and trustworthy evaluation. Add photos, support letters, and articles that further document your work.

It's helpful to ask a colleague to edit your plan. Funders receive and read many documents so make yours stand out. Watch for details. Jump through all of the hoops. For example, if they ask for five copies, send five copies!

A well-written plan can be sent to numerous sources. You may have to edit and shape the text to answer specific questions. Make the changes and send it out again.

Two valuable sources include: *How to Write Successful Fundraising Letters* by Mal Warwick and *Storytelling for Grantseekers: A Guide to Creative Nonprofit Fundraising* by Cheryl A. Clark. Both books provide sample letters which can be used as templates. In fact, one Senior Theatre director simply changed the names on the letter template and received a sizeable grant!

Fundraising Appeals

Fundraising appeals to individuals or companies are a wonderful way to bring in additional money. Don't be reluctant to use this technique because it works well. Create strong, well-crafted campaigns and don't hesitate to ask for funds more than once a year. Tout your strengths, welcome readers onto your team and help them feel good about themselves because they are helping YOU!

People who have already given you money or time are the best sources for fundraising appeals. They already know and value your work. Fundraising guru, Ann Otto, says, "I never get mad at my favorite organizations who repeatedly ask for funds. If I want to give, I do, if I don't want to give, I don't."

Craft your letter with a strong opening that captures the reader's attention and interest in the first line. Don't worry about the length. Ann Otto recommends that you use three-page letters, which consistently outperform those that are one and two pages long. She recommends that you be specific in the amount of

money you want, for instance, "Send your check for \$25, \$50, \$100--or more if you can--today!" Give them a reason to act promptly, with a deadline or an offer that expires.

Other Sources

In addition to grants, your fundraising arsenal should also include corporate campaigns, donors, benefits, and other money-raising tools.

Corporate campaigns are a good source of funds because the application is a simple one-page letter with attachments. The letter states your need for the funds, what they will be used for, and information about the group. This plan works especially well when company members do the asking and when you are looking for travel funds. Who can turn down theatrical seniors?

Friends, Family, and Participants are all potential donors. They might be found within your own Senior Theatre company. In fact, many Senior Theatres receive gifts from their members. Some performers have bequeathed large amounts, ranging from several thousand to a million dollars. It's not surprising that performers want to support the company. They know the mission of your group, believe in the value of Senior Theatre, and want to see it flourish. They're also aware of how work in arts and aging has financial challenges!

Audience Members and Volunteers can be some of your best donors. They've seen your group in action so get them on your team. Ask audience members for any size donation. Even small amounts can add up to a nice sum. Audience members know and support your work. Now let them help you.

One of the most successful ongoing campaigns for my Senior Theatre company was our donation envelope project. Whenever we performed we inserted an envelope into each program. Printed on each was "Senior Theatre Development Fund." Then, before each performance we opened the show with a brief curtain speech. We welcomed the audience and then directed their attention to the envelope, saying, "Give what you can." After the show, audience members were greeted with ushers holding baskets for the envelopes. Sometimes we earned a little amount, other times we earned a lot. The project brought in a third of our budget!

Donation Jars—simple and powerful

Here at ArtAge’s Senior Theatre Resource Center we work with almost all of the Senior Theatre companies. Some are based in retirement communities or other locations where they can’t charge for tickets. In some cases, the ticket fee is very modest, usually set by the administration. In these cases, Senior Theatre companies rely on donation jars to fill their coffers. In fact, some companies have stopped charging ticket fees and depend only on the jars. The directors say they get more money from the jars than from ticket sales. They use a curtain speech to encourage giving. It’s a simple idea but we’ve come to realize that donation jars can be powerful.

Performance Fees

One of the main income streams for any Senior Theatre company are performance fees. Directors often ask for advice on how much to charge. Our answer always is, “As much as the market will bear.” Fees vary greatly between locations and the professionalism of the companies. To determine fees, compare your rates with other performers, add in travel costs, number of performers, and other variables, then tack on extra, just for good measure in case you need to negotiate.

It’s helpful to have a rate sheet displayed above your desk for easy reference. When a customer calls, refer to the form to make quoting and negotiating fees easier. Rates can vary by type of performance, location, and other factors so use a chart to format your rate sheet.

Charge for your shows. One of our great frustrations is company directors who tell us that they don’t charge. They say they, “Do it for fun, for love of their audiences.” After hearing this far too often, I grit my teeth, breathe, and calmly recommend that they charge. Then I add my standard reply, “When the plumber does his work for free, so will I!”

Whether you are amateur or professional, you should charge for your work. We don’t appreciate **things we get for free! Please charge.**

Sample Rate Sheet

Just as budgets vary between companies, so will your fees. Variables include the size of your cast, length of your show, complexity of your production, where you

are located, and level of professionalism. Keep those factors in mind when considering the fees quoted. Use this chart and adapt it to your situation. Remember: Quote fees as high as possible!

	30 minute drive	1 hour drive	2 hour drive	2+ hour drive
Club, organizations	\$200	\$350	\$400	\$550
Senior Living	\$150	\$250	\$325	\$400
Benefit performances	\$250	\$300	\$400	\$600
Marketing Opportunities	\$500	\$750	\$1000	\$1500

Sample Budget

The amount of money you need depends on your individual Senior Theatre group. If you are just starting an amateur group, the expenses may be minimal. Once your company is more established, your needs will grow in proportion to your reputation. Costs will also depend on your geographic location and if the group tours to performances. Below is a list of the items you may want to include in your budget. You will need to purchase some of the items or have volunteers supply them.

For your staff:

- Salary or honorarium for Director, Choreographer, Music Director and other theatre staff
- Salary or honorarium for office administrators

For your office:

- Desk, chair
- Computer, printer, phone, email account, internet access
- Office supplies
- Computer programs: word processing, accounting, database. We use Word, QuickBooks, and ACT

For your productions:

- Scripts, cast copies, royalties
- Copying, printing of schedules, handouts, news releases, programs, and more
- **Technical Theatre**
 - Stage: purchase or rent a raised platform with drapes and steps or ramp
 - Scenery: Use set pieces if you tour
 - Microphones: They are ESSENTIAL for both older performers and for older audience members. You'll need a mixer, speakers, and microphones.
 - Costumes: If you tour, you will probably use costume pieces perhaps over the standard all black shirts, pants, shoes, and socks.
 - Lighting: Such a great addition to your performance. It can be rented if needed.
 - Makeup: This is usually supplied by cast members but it's helpful to train actors how to apply makeup for older faces. See *Makeup for Older Actors: Defining Your Character* at <http://www.seniortheatre.com/product/makeup-for-older-actors-defining-your-character/>

For Publicity and Marketing:

- Website
- e-newsletter
- Postage for performance agreements and thank you letters to performance hosts, funders, and more.

Other anticipated costs:

- Cast and crew thank-you gifts
- Costume, prop, and scenery storage. An easily accessible place for theatre and office 'stuff' improves your efficiency...and can save your sanity!
- Professional Services: Attorney and accountant
- Travel reimbursement for cast members

Try a variety of fundraising campaigns. Senior Theatres often create special events to raise money. One company staged an outdoor melodrama and raised hundreds of dollars; a group in a retirement community staged an interactive courtroom drama and raised thousands; another small group staged a tea and raised enough money to fund their first year of operations.

You can also partner with other community groups and do a joint fundraiser. Have them do the marketing and you do the show. Share the spoils and enjoy a valuable relationship.

For smaller amounts of income, think of raffles, product sales, and auctions. Be creative.

Electronic Appeals, Crowdsourcing

In today's electronic age, many fundraising efforts take place online. Embrace the concept of crowdsourcing. A great source of funds is from the 'crowd' of your most solid supporters. On the internet you'll find many crowdsourcing sites, all with different policies. Some Senior Theatres have had success on [gofundme](#), [Kickstarter](#), and [Indiegogo](#). Take time to find the electronic tool that works best for you.

Use social media to let people know about your campaign. Spread the message about your needs and how readers can help. When you create your campaign, you'll need to build in some 'thank you' gifts for each level of contribution. Promote the effort with a marketing campaign to the media and feature it in e-newsletters, and on Facebook, LinkedIn, Twitter, and other social media you use.

Be aware that social media sites go in and out of favor so use the ones that are most popular with your target market. You don't have to interact with all of them. Choose the ones that work best for you. Add content often to keep your readers tuned into your work.

Websites

The power center and communication source for your Senior Theatre is your website. Include the normal categories like "Who we are," "Performances," "Schedule," and other programming details. But be sure to add a "Fundraising" page to the site. Make it easy for visitors to give you money. Many companies post a "Contribute with PayPal" button. Others encourage gifts with a major tab called, "Donate" on the top of the home page. It's best if all the pages on the site have a donate button.

Consider selling tickets on your site. Audience members appreciate the option and it's not difficult to add to your webpage. Customers love the convenience. Theatres find this is a useful feature because it's an easy way to contact attendees about weather cancellations, 'rush' tickets, or to promote special programs.

E-newsletters

One of the easiest ways to keep your message in front of the target market is with an e-newsletter. Issued on a regular basis, it becomes a constant reminder of you, your work, and your needs. Use captivating photos, add lively copy, and make it easy for readers to donate. There are many dependable e-newsletter programs including [MailChimp](#), [ConstantContact](#), and others.

TWELVE REMINDERS. It used to be that readers needed three reminders before they acted. Now, in the electronic age, readers need 12! That means, you must constantly keep your name, mission, and events in front of your market. Vary the methods you use but keep the messages going out!

Say "Thank You"

Make your 'thank you' process something special...as special as your donors! Send a personal hand-written note and a formal receipt for tax records. List your funders in programs, news releases, and on your website because some money always brings in more money. People will always give when they know other people have given. Be creative with your appreciation.

Don't Give Up

The most important element in fundraising is to be diligent. It may take a while, but if you stay with the fundraising plan, your Senior Theatre can be on its way to financial stability.

The 22 Immutable Laws of Fundraising

When H.R. Moody, one of our favorite colleagues in gerontology, told us about his laws of fundraising, we were intrigued. Indeed, after a lot of research, these laws summarize the major components of raising money. We think you'll find them useful. We appreciate his permission to share them with you.

1. **All fundraising is marketing.** Don't think of marketing as something distasteful. On the contrary, Peter Drucker defined marketing as "solving other people's problems." What problem is your nonprofit trying to solve? What problem does your donor want you to solve?
2. **Nonprofits** are brands. Like Habitat for Humanity or the Red Cross, having a brand means not needing to explain who you are. It gives immediate credibility when raising money.
3. **No one ever gives away money for nothing.** Raising money is what business people call a "value proposition." What does the donor get for their money? It could be publicity, or a positive feeling for doing something good. Whatever it is, discover why donors give you money.
4. **You don't get money unless you ask for it.** Though it sounds simple, nonprofits often fail to do the one thing that gets money. "Ask." It may not necessarily happen right away, but if you don't ask, you won't receive.
5. **Most people are afraid to ask for money.** We're afraid of rejection. That's why it's best to have two people, not just one, go on fundraising visits and make the "Ask." There will be rejections, but the sale only begins when the customer says "No."
6. **All fundraising is local.** Donors want to see their gift has an impact in their own backyard.
7. **All fundraising is personal.** It's all about relationships. When you discover and remember this fact, fundraising becomes magical and even enjoyable.
8. **You can't say "Thank You" too many times.** Say thank you when the gift comes in, but later on, too. It's another opportunity to raise more money and remind donors what they've accomplished.
9. **The most important things we need to hear from our customers (donors), they can't tell us.** Forget survey research, focus groups, and all the rest. Discover why they give so you can get the next gift.
10. **It takes 20 years to build a reputation...and 20 minutes to lose it.** Think of the fast food operation Jack in the Box hamburgers and what do you

recall? Food poisoning. People remember bad news and scandals. And they don't forget.

11. **Self-promotion fails. PR succeeds.** Read Alvin Reiss on *The Fall of Advertising and the Rise of PR*. There are just too many ads, they lack credibility, and they're too expensive. Third party 'buzz' is much better and it costs less.
12. **Never lie to your donors.** You want to give good news to donors and you should. But never deliberately put out false statistics, fake stories, or exaggerated claims. "It takes 20 years to build a reputation..." etc.
13. **People don't give money if they think you're going broke.** Would you invest in a company about to file for bankruptcy? Put the focus on why you need the money. Never give the impression that you're in financial trouble.
14. **The 80-20 rule still holds:** 20% of your donors will give 80% of your gifts. When they asked Willie Sutton why he robbed banks, he replied, "Because that's where the money is." It's the same for donors. Put the effort on the people who have the money and can give the most.
15. **Hidden money is hard to find.** Forget all that expensive "prospect research." The most available money is actually "hidden." But you can find it by personal connections and word-of-mouth. Your Board and your network of friends are the key.
16. **Use friends to find new friends.** Bring your active fundraising volunteers together in face-to-face groups and brainstorm about 'who-they-know.' Take notes and follow up. It works like magic.
17. **Stories deliver the message.** We remember powerful stories that connect with us emotionally. Stories are the heart of your fundraising message. Keep an ongoing "Story Bank" and add to it whenever you find a story that works.
18. **Some people love fame and some people love anonymity.** Some donors like public recognition. So give it to them, again and again. Others flee from being singled out. So give donors as much visibility as they want.

19. **Have a diversified portfolio of revenue sources.** Asset allocation and diversification aren't just for investments. Too many eggs in one basket is a recipe for disaster.
20. **Fundraising should be fun.** It sounds strange, but it's true. Focus on the relationships and it will be fun. Special events are *not* the key here. They can be good for building positive feelings or bad if they drain staff time. But activities that are fun will keep your attention and your excitement.
21. **Successful nonprofits always make a profit.** Nonprofits need to have "reserves," excess of income over expenses. Don't fall into the trap of thinking that you don't need to make a profit. Otherwise you may soon be out of business.
22. **Hope is not a strategy.** Magical thinking lulls us into believing that "something will turn up." But it won't unless you have a plan to make it happen. Follow the "22 Laws" and you'll get there.

Fundraising Resources

Online

AACT (American Association for Community Theatre) offers many guides to setting up and maintaining a theatre based in the community at <http://www.aact.org/>

Archstone Foundation funds projects that meet the needs of an aging population at <http://www.archstone.org>

Aroha Philanthropies is devoted to the power of arts and creativity for those over 55 at <http://www.arohaphilanthropies.org/>

[Corporation for Public Broadcasting](http://www.cpb.org/) provides a free guide to grantwriting and research. <http://www.cpb.org/>

[Chronicle of Philanthropy](http://philanthropy.com/) Bi-weekly journal of fundraising at <http://philanthropy.com/>

[Council on Foundations](http://www.cof.org/) Links to many foundations and associations of foundations. <http://www.cof.org/>

[Foundation Center](http://foundationcenter.org/) Fundraising library and resources for nonprofits. <http://foundationcenter.org/>

[Grantmakers in the Arts](http://www.giarts.org/) Provides links for arts funders nationwide and access to research papers. <http://www.giarts.org/>

[GrantProposal.com](http://www.grantproposal.com/) Words of wisdom and helpful steps to writing a proposal from an experienced fundraiser and grant writer. Excellent source with information about action verbs, sample cover letters, and government grant how-tos. <http://www.grantproposal.com/>

[Guidestar](http://www.guidestar.org/) Posts 990 forms for all nonprofits. Allows you to create a full organizational profile and online newsletter. <http://www.guidestar.org/>

[USA.gov](http://www.usa.gov) provides links to grants, nonprofit registration, tax information, and other topics. <http://www.usa.gov>

[International Events Group](http://www.sponsorship.com) The IEG provides seminars on corporate sponsorship, a newsletter, and other sponsorship-related services at <http://www.sponsorship.com>

[National Endowment for the Arts](https://www.arts.gov/) is an independent federal agency that funds, promotes, and strengthens the creative capacity of our communities by providing all Americans with diverse opportunities for arts participation. Learn more at <https://www.arts.gov/>

- Find your state or regional arts commission at <https://www.arts.gov/partners/state-regional>

[National Center for Creative Aging](http://www.creativeaging.org) is dedicated to fostering an understanding of the vital relationship between creative expression and healthy aging and to developing programs that build on this understanding. <http://www.creativeaging.org>

[Regional Associations of Grantmakers](http://www.givingforum.org/regionals) The association provides links to regional association of all kinds and standard application forms nationally. <http://www.givingforum.org/regionals>

Pabst Charitable Foundation for the Arts makes grants in arts and wellness at <http://pabstfoundation.org/>

[Philanthropy News Digest](#), from the Foundation Center, offers weekly news, job listings, and occasional articles on nonprofit management, including "The Sustainable Nonprofit", which outlines fundraising strategies.

<http://grantspace.org/tools/knowledge-base>

[Tech Foundation](#) makes technology grants, but also provides links to other funders. <http://www.techfoundation.org/>

[Tech Soup](#) offers a wealth of information on technology issues and is also a resource for deeply discounted software from major vendors for nonprofits and libraries. <http://www.techsoup.org/>

Books:

Funder Directories

Clark, David L. (ed.), National Directory of Corporate Giving. New York, NY: The Foundation Center.

Jacobs, David (ed.), The Foundation Directory. New York, NY: The Foundation Center.

Miner, Jeremy T. and Miner, Lynn E., Funding Sources for Community and Economic Development. Westport, CT: Oryx Press.

Writing Guides:

Strunk Jr., William and White, E.B., The Elements of Style, Needham Heights, MA: Allyn & Bacon.

The University of Chicago Press. The Chicago Manual of Style. The University of Chicago Press: Chicago, IL.

Warwick, Mal, How to Write Successful Fundraising Letters, San Francisco: CA: Jossey-Bass. Available from ArtAge Publications, www.seniorthatre.com

Fundraising Guides:

Clark, Cheryl A., Storytelling for Grantseekers: The Guide to Creative Nonprofit Fundraising, San Francisco: CA: Jossey-Bass.

Quick, James Aaron and New, Cheryl Cater, Grant Seeker's Budget Toolkit. New York: NY: John Wiley & Sons, Inc.

Reiss, Alvin H., Don't Just Applaud – Send Money: The Most Successful Strategies for Funding and Marketing the Arts, New York, NY, Theatre Communications Group.

Schladweiler, Kief (ed.), The Foundation Center's Guide to Grantseeking on the Web. New York, NY: Foundation Center. (Available in print and on CD-ROM).

Seymour, Harold J., Designs for Fund-Raising. New York, NY: McGraw-Hill. For this one, you'll have to visit the library. It's out of print, although a classic.

Thompson, Waddy, The Complete Idiot's Guide to Grant Writing. Alpha Books. Written by NYFA's Director of External Affairs. Resources for Individual Grant Seekers

Brogan, Kathryn Struckel (ed.), Writer's Market. Cincinnati, OH: Writer's Digest Books. This important guide is a valuable resource which is issued yearly.

Edelson, Phyllis (ed.), Foundation Grants to Individuals. New York: NY, Foundation Center.

PEN American Center, Grants and Awards Available to American Writers. PEN American Center.

Theatre Communications Group, Dramatists Sourcebook: Complete Opportunities for Playwrights, Translators, Composers, Lyricists and Librettists. New York, NY: Theatre Communications Group.

Allworth Press, The Artist's Resource Handbook, Allworth Press. Visual artists will use this book for information on legal, health, safety issues, and other topics.

Need More Help?

At ArtAge Senior Theatre Resource Center, we are here to help you be successful. Whether it's reviewing a proposal or setting up any element of your company, just ask for assistance.

Bonnie L. Vorenberg is an author, speaker, and Senior Theatre guru who serves as the President of ArtAge Publications. Turn to its Senior Theatre Resource Center for a complete collection of plays, books, materials, and workshops for the older performer. Call 800-858-4998 for a free newsletter, email bonniev@seniortheatre.com, or visit online at www.seniortheatre.com. We help older adults fulfill theatrical dreams!