

Fundraising for 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

Bonnie L. Vorenberg, President

PO Box 19955

Portland OR 97280

503-246-3000 or 800-858-4998

bonniev@seniortheatre.com

www.seniortheatre.com

NOTICE

Copyright: This document is fully protected under the Copyright Laws of the United States of America, the British Commonwealth of Nations, including Canada, and all countries of the Berne and Universal Copyright Convention.

Sharing of the material with other organizations or persons is prohibited. This document may not be reproduced in any other form without the written permission of the publisher. The laws of the United States are specific regarding the piracy of copyrighted materials.

Contact ArtAge Publications for information or additional questions.

Copyright 2016

Fundraising for Senior Theatre

by

Bonnie L. Vorenberg

Senior Theatre is a timely fundraising vehicle. This TipSheet will help you convince funders that they should give money to support your Senior Theatre program. You'll find that when you combine grants, campaigns, and donations, your company will have a solid 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. According to 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 want to get on the bandwagon and make Senior Theatre even more successful.

The Fundraising Process

All fundraising 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 fundraising goals. Most Senior Theatres balance:
 - Earned Income which includes performance fees, class fees
 - Grants
 - Gifts which includes donations from individuals, bequests, and others
3. Do the research. Decide which elements fit best into your fundraising goals, then search out the best sources in both the arts and aging. For informal research, consult friends and colleagues to 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 evaluationWith these basic elements written, they 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. Those of us who work in the field see first-hand 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, has been funded by the National Institute of Health. Their work focused on the benefits of creative drama with retirement home residents. The Noices' study concluded more positive results. The studies, which validate Senior Theatre, should be included in all proposals. They will help 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 the benefits they receive from being involved. Make sure they address how they feel, what acting does for them, and how the theatre has changed their lives.

Audience reactions and testimonial make wonderful additions to grant proposals. Seek quotes about how audience members feel about the theatre. Use these tasty nuggets not only in your grant proposals but also in all of your publicity.

Senior Theatre has strong cultural and educational benefits so stress the 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 population tsunami which is coming. As a consequence, there are many studies in a variety of fields which can be applied to our work. Look for research in dementia, brain fitness, movement, dance, exercise, creative aging, writing, fine arts, and reminiscence as a start. Other studies might apply to your proposal so research those also.

Non-Profit or For-Profit Organization

Even though most theatres used to be non-profit organizations, recently 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 just beginning a Senior Theatre, you can ask a local organization to sponsor your proposal. Turn to 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.

If you are a for-profit organization, you can still receive gifts but donors will not qualify for a deduction on their taxes. So, rely on class and performance fees, special events and other forms like crowdsourcing.

Do the Research

Successful proposals begin with the research. A good place to start is you're your local arts agency and followed by the state arts organization. Though they might not 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. They can guide you to other sources of funding. Familiarize them with your project, goals and most importantly, your passion. Get them on your side. 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.

Grants research is never complete until you have consulted the Foundation Center. This physical and on the line compilation is extremely thorough. Plan to spend some time either in the library or online at www.fdncenter.org. The Foundation Center has information on the arts and on aging. 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 and elements of grant writing is finding a project that is a good fit with a funding source. 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. I find it is very useful to suggest several different kinds of programs to a funding source to see which project works best for them. It is especially nice if you can find ones which fund 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 Proposal

The process is not difficult if you've already planned the project thoroughly. When you craft the proposal, use a clear, concise writing style which is detailed but not flowery. Tell your story so that the readers fall in love with your program. Complete the proposal 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 the proposal. 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 proposal can be sent to numerous sources. You will probably have to edit and shape the text to answer specific questions. Make the changes and sent it out again.

Two valuable sources of grantwriting help include: *How to Write Successful Fundraising Letters* and *Storytelling for Grantseekers: A Guide to Creative Nonprofit Fundraising*. 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 if the letter is long, 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, like, "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 performers. 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. You will be surprised how the 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 low and determined by the administration. In these cases, Senior Theatre companies rely on donation jars to fill their coffers. 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 us advice about 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 set 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.

It's helpful to have a rate sheet displayed above your desk for easy reference. When a customer calls, look at the rates to make quoting and negotiating fees easier. Rates can vary by type of performance, location, and other factors so a chart might be a good format for your rate sheet.

Charge for your shows. One of our great frustrations is when company directors 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 by 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!"

Performance fees help cover costs of materials, costumes, props, sound systems and the other elements that make performances fun to watch. Well done, they add to the quality of the production and increase your company's reputation. Please charge.

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

Contact 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. Turn to the concept of crowdsourcing, realizing that a great source of funds is from the

'crowd' of your most solid supporters. Begin with an internet search and you'll find there are many 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, Facebook, LinkedIn, Twitter, and any other social media you may use.

Pair your traditional grantwriting programs with social media appeals. Promote them on your [Facebook](#) page, on [LinkedIn](#), [Twitter](#), and other social media. 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 aware and tuned into your work.

Websites

The main communication source for all Senior Theatres is the group's 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. 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.

E-newsletters

One of the easiest ways to keep your message in front of the target market is with an e-newsletter. We recommend a monthly issue so that message stays fresh, as a constant reminder. Use captivating photos, make sure the copy is lively and include a place 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 message going out!

Say "Thank You"

Above all, remember to thank your donors. Send a personal hand-written note and always include a return envelope in the thank you letter so they can send you more money. 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. Keep touting your program and don't stop saying how great you are!

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 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/>

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

[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.seniortheatre.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!