

17 ways to SUPPORT THE ARTS in the workplace!

1

Include Inserts

Include an insert about a local event or organizations in your monthly outgoing invoices, statements, or other mailings.

2

Play Local Music

Play local music over your office P.A. system. When people ask what they're listening to, you'll be able to build a local musician's career.

3

Match Employee Donations

Encourage your employees to make contributions to local arts organizations by offering to match individual contributions with company contributions. Your employees can choose where they'd like their funds to go, and you'll show your support for them and the arts at the same time.

4

Donate Your "On-Hold" Time

Use your on-hold music to help promote local musicians or to update your callers about local culture events. We'd much rather hear a voice say "We're sorry for the wait but we're happy to play you music by local musicians" or "Bring your kids to *Snow White and the Seven Dwarves* on May 17th" than the standard-issue message.

5

Purchase Local Art

Purchase local artwork for your office and hire local musicians for your receptions and events. Don't just borrow the work – buy it! Real artwork on your walls speaks volumes about your business. Purchasing the work of local artists helps keep the here – after all, their business depends on sales volume, too.

6

Buy Ad Space

Advertise with COCA and in the event programs of local organizations. With local attendance figures, it makes good business sense and it's a way to help keep ticket prices lower.

7

Donate Frequent Flyer Miles

Donate your frequent flyer miles to local arts and cultural organizations. In order to bring in symphony conductors and big-name actors, arts groups often need help with travel expenses.

8

Contribute Your Expertise

Contribute your unique expertise. If you can swing a hammer, a theatre is waiting. Arts groups need attorneys, accountants, web designers, and plumbers.

9

Donate Old Equipment

Upgrading your computers, photocopiers, or furnishings? Donate old equipment to local cultural organizations.

10

Donate Supplies

Schools and arts organizations that provide education activities always need supplies. Contact COCA or local arts groups to ask about their wish lists and see if there is something you've got to spare.

11

Donate Cash

And while it would be nice if everything could be done by volunteers and all materials could be donated, there are things like royalties, rent, and utilities that just take cold, hard cash – so be generous with that too.

12

Buy Arts Plates

Buy Florida "State of the Arts" license plates for your company vehicles. They look great, show your support for the arts, and bring \$20 per plate per year to your local arts agency.

13

Provide a Link

Show your customers that you support the arts: provide a link to the COCA (www.cocanet.org) on your business web site.

14

Mention the Arts

When you place an ad in a newspaper or magazine, or on the radio, mention an arts organization's event or web site. Art lovers are everywhere, and chances are that some people will do business with you for that reason alone.

15

Display Brochures

Display brochures provided to you by local arts and cultural organizations in your lobby. They sure beat that 1986 copy of "Good Housekeeping".

16

Purchase Tickets

For employee incentives, purchase season or individual tickets to local performing arts events or memberships to museums for holiday recognitions, birthdays, and other human resource perks.

17

Show Off the Arts

Show off local arts and cultural events when you entertain your potential clients or employee recruits.

For more information, contact:
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