

Congratulations – You’ve Received a Wisconsin Arts Board Grant!
What Comes Next?

The following are some good ideas from your peers, as well as some of our requirements:

1. Notify your stakeholders (board, staff, members, etc.)

- a. Send an email to your board of directors and let them know you have received this grant.
- b. Send out an eBlast to your members/supporters
- c. Share your award with your online community (Facebook, Twitter, Instagram, etc.)

2. Notify your government officials (governor/senator/representative)

- a. Write a letter of thanks to the Governor. Explain the importance of state support and how that support not only helps you/your organization but also the state as a whole.
- b. Write a letter of thanks to your state senator and state representative. Explain the importance of state support of the arts and how this grant will affect your community.

3. Notify your local media

- a. Send out a media release announcing your grant award. Explain the importance of state support of the arts, how this will impact your community and the significant role the Wisconsin Arts Board plays in the state’s artistic and economic health. Share the enthusiasm and great need to continue to have state arts support.

4. Publicize the award on your website/print collateral/signage

- a. Place the Wisconsin Arts Board (WAB) logo on your website and explain what this state arts agency is and that you have received WAB support for your work.
- b. Insert the WAB logo on all print collateral related to the artistic work that was supported directly/indirectly by the grant. Note that grant funds were received from the State of Wisconsin and the National Endowment of the Arts to support your work.
- c. If you have signage at your business, share your grant success with your customers/visitors/patrons by using the WAB logo and displaying a copy of the letter of thanks that you sent (see #2, above).

5. Track how your grant was used... and share highlights with stakeholders, government officials and media

- a. Track the number of people served by these grant dollars, adults and children alike.
- b. Track how your grant made a social/economic impact in your community (numbers of hotel stays, diverse audience members and participants, achievement of your big picture/mission-driven goals, etc.)
- c. Track exactly where the funds were used (marketing, artist fees, production costs, staff, etc.)
- d. Capture photos of the artistic work that was supported, directly or indirectly, by the grant.
 - i. Share photos with media and also explain that this is supported through a grant from the WAB.
 - ii. Share photos online and link/tag the WAB.
- e. Keep track of program successes and areas where improvements could be made.