



How to Raise Money for *Parents As Arts Partners* at Your School

1) Speak with Your Principal—Payment for programs such as *Parents As Arts Partners* can come directly from a school's budget. Set up a meeting with your principal and make the case about the importance of arts education and family engagement to building a strong school community, while improving student outcomes. The research supports you. Bring parents, teachers and students with you if possible. Remind them that in addition to general unrestricted funds, schools can use Title I, Title II, Title III and Contracts for Excellence dollars to support arts education and family engagement programs.

2) Speak with Your PTA or Parent Association—Parents can be your strongest ally in supporting the arts in schools. *Parents as Arts Partners* can be sponsored by the PTA and help boost parent engagement and recruitment for future PTA events. In addition to funding this year's program, how about getting an arts budget line inserted into the PTA budget for future years? Now that's sustainable!

3) Host a Fundraiser—Yes, people will give to your school if you ask them to. Host a bake sale, a car wash, a raffle or other tried-and-true school fundraisers specifically for the program. Make sure to express the importance of the arts in developing healthy and well-rounded children. Share your enthusiasm: people give to people who are passionate about asking.

4) Reach out to Local Merchants and Businesses—Community support can be a critical piece in building a strong arts programs. Make a list of local businesses and divide it amongst volunteers for an afternoon or two of civic engagement! Businesses like to be good neighbors and be seen as supportive of community schools. What's in it for them? Let them know you'll put their name on flyers, email announcements to parents, and on the program for the culminating event. You may even design a "We Support Our Local Public School Arts Program" flyer for their window.

5) Ask Your Local Elected Official—Another key piece in building strong and sustainable arts programs is to get the support of local elected officials. If you haven't already, build a relationship with your Council Member or Legislator. Invite them to the school play. Ask them to speak at a parent event. And finally, ask them to support the arts. New York City Council Members are supporting *Parents As Arts Partners* in eight schools in 2012. Let them know you'd like them to support the program at your school this year or next. Even if you've missed the deadline for applications, it's never too late to build a good relationship.

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