

MARCH 2012

# ART STARTS HERE



Missouri Arts Council  
The State of the Arts

*Art Starts Here, a monthly e-newsletter  
from the Missouri Arts Council.*

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## **New MAC Policy: When Paying Grant Writers, Don't Include Percentages of Award Dollars**

As the economy puts pressure on arts organizations to find new ways of raising funds, questions have been coming in to the Missouri Arts Council about whether it's ethical to pay grant writers a percentage of the amount of grant money awarded as a result of proposals they created. The short answer is "no," and to clarify this murky situation, we have now instituted this official policy:

**Grantees may not pay a grant writer or fundraiser (or someone acting in that capacity) compensation based on a percentage of a grant award or contingent upon award of a grant.**

"We have always discouraged applicants from paying writers a percentage, but had not had a policy in place," said Missouri Arts Council Executive Director Beverly Strohmeyer.

"Our new policy matches those of the American Grant Writers Association and the Association of Fundraising Professionals. The policy is, in fact, a good situation for all concerned, because there are so many factors involved in grant awards, especially the proposed program and available funds. A grant writer should be compensated for their efforts, not the grant award

### *Artistic Quote*

*How little is needed for happiness!  
The sound of a bagpipe.—  
Without music, life would be a mistake.*

*Friedrich Nietzsche*

### *MAC Online*

Songs, sessions,  
and skirls:  
Missouri's Celtic  
Arts.  
Click [here](#).

### *National Medal of Arts Wants*

amount on which they have little influence.”

If you have questions about the new policy please contact Michael Donovan at the Missouri Arts Council office, 866-407-4752 (in St. Louis area, 314-340-6845).

### Create a Compelling Tagline—Communicate Your Mission

“Eat fresh.” “Expect more, pay less.” “The few, the proud, the Marines.” “Got milk?” Taglines are only a few words, but they pack a punch. “Good taglines do two things—they set you apart from other organizations and connect with audiences,” says Maryanne Dersch of [501creative, inc.](#) in St. Louis. “They provide the ‘why should I care?’ factor.”

When 501creative made a tagline for Chesterfield Arts, the community arts organization of west St. Louis County, “We focused on Chesterfield Arts’ location,” Dersch said. “That sets them apart, and also suggests that there is something different or unusual to what they do, which connects with arts audiences who value uniqueness.” The result: *Out West. Out of the Ordinary.*

“Your organization’s tagline is hands down the briefest, easiest, and most effective way to communicate your brand,” says Nancy Schwarz, creator of the [Getting Attention! blog](#). And every arts organization should have one. “A high-impact tagline is an essential tool for any nonprofit fighting to deliver its message in a crowded, competitive world,” Schwarz says.

We hopped around the internet looking for taglines of Missouri arts organizations. Here are a few:

- [Pro Musica](#) (Joplin) – *Ageless Music for All Ages*
- [Hannibal Arts Council](#) – *the arts bring joy to life.*
- [Kansas City Repertory Theatre](#) – *Fearless. Adventurous. Theatre.*
- [St. Louis Cathedral Concerts](#) – *Great Music in a Great Space*
- [New Line Theatre](#) (St. Louis) – *The bad boy of musical theatre.*

Here’s help for creating your own magic words:

- [Five Reasons Why Your Nonprofit Needs a Tagline](#) from 501creative, inc.
- [Nonprofit Tagline Database and Report](#) from *Getting Attention!*
- [Tagline Guru™](#) – Resources (including the Tagline Hall of Shame) from branding professional Eric Swartz
- [19-step brainstorming process](#) by marketing author Marcia Yudkin

### Nominations

Through March 31, you can propose an artist, arts organization, or arts patron for our nation’s highest arts honor. Get the how-to details [here](#).

**Do you have a tagline to share? Are you thinking of developing one and are looking for insights and feedback? [Join our tagline conversation on Facebook!](#)**

## Hello, My Name Is. . .

...Barbara MacRobie, and I have joined the Missouri Arts Council as public information coordinator. I am therefore the webmaster and editor of *Art Starts Here*. Please connect with me at [barbara.macrobie@ded.mo.gov](mailto:barbara.macrobie@ded.mo.gov) or on [Facebook](#), and let me know how I can help you promote your art and arts organization to Missourians!

### **Where I came from**

Born and reared in Chicago, earned my B.A. from the University of Illinois at Urbana-Champaign, lived in Philadelphia, then Hartford (where with my husband I sang with the Connecticut Opera chorus). In St. Louis, I was the long-term public relations/communications manager at Dance St. Louis. I have also produced marketing for arts groups including MADCO, UMSL's Premiere Performances chamber music series, and the St. Louis Tap Festival.

### **What I love about working with the Missouri Arts Council**

Our mission. The vibrance and variety of Missouri arts. The people of our office in downtown St. Louis. Kaldi's coffee right across the street. Expanding my focus to the entire state. Getting paid for writing about [men in kilts](#).

### **Some favorite things**

St. Louis Renaissance Faire, as volunteer cast member and costume mistress. Community Service Public Relations Council, as board member. Music by Richard Wagner, Brad Paisley, Battlefield Band, Cowboy Mouth, and more (including, to my sons' dismay, most of the bands they like). 1912 fashions. *A Song of Ice and Fire*.

**Photo:** Kansas City St. Andrew Pipes and Drums, photo by Brandon Ward. Read about them and more in our website's March feature: [Songs, Sessions, and Skirls: Missouri's Celtic Arts](#).