Guide to Support Materials

Organizations completing the following applications should use these guidelines to help them prepare the required Support Materials:

- Annual Discipline application – Arts Council, Discipline, and Folk Arts

- Arts Education application (annual and express)

- Express Grants – Arts Council Basic, Project, and Minority Arts

- Partnership

- Off Year Applicants do not submit support material.

Support Material must be uploaded to the new online grant system. Printed materials will not be accepted. Support materials help to provide a complete picture of your proposed project along with the application narrative and attachments. Submit items that directly address the evaluation criteria and connect to the narrative.

- **Organizations applying to performing disciplines (dance, music, and theater) and applicants requesting support for dance, music, and theater performances must provide supporting video.**

- Festivals applicants are required to submit the festival schedule of events and activities from the previous year's festival. This could be printed materials distributed to participants or an image of the schedule of activities posted at the event.

- PDF is the preferred file format. Alternative file formats include: doc or docx (document); mp3 (audio), .jpg (images), and mp4 (videos). **For audio and video material, MAC prefers links to online materials on a document.** Maximum file size is 500 MB.

- Clearly name each file. For example, 1-Craft Gallery Support Material-Artistic Quality, 2- Craft Gallery Support Material-Community Involvement; 3-Craft Gallery Support Material-Management Ability.

Three Keys to Presenting Materials for Maximum Impact

1. **Be strategic.** Choose a limited number of items that address specific criterion/narrative and are recent (within 3 years). The materials should add understanding to the application. It could add detail or verification that is not included in the application narrative or other attachments.

   Think of the support materials as a customized document(s) that are specifically tied to your narrative and review criteria rather than gathering already prepared marketing pieces.

2. **Be focused.** Put your content and links in a single PDF file, if possible, so that the panelist will review your material in the order you determine. This will help lead the panelist to the conclusion you desire. Start by creating or saving pages that contain images with captions, links to web-based content (see page 2 for *Converting various file types* to PDF). Present in the same order as the narrative.

3. **Be brief.** Limit amount to a 15 minute read/viewing. Panelists have limited time to review applicants. Less material can be more easily absorbed. Panelists limit their review of audio and video materials to 3-5 minute segments.

Examples of Support Material Items

Consider which items make the most sense for your proposal. This is not a comprehensive list and may apply to multiple criteria. You need not include the full document, an excerpt may be sufficient.

- Work samples
    - Audio
    - Video
    - Photographs or photo montage (each with caption)
    - Publication
    - Catalog
- Program, playbill, season brochure, newspaper/magazine article, newsletter
- Map with demographic profile of your target audiences
- Quotes of support from individuals that have a connection with your program

- Marketing plan
- Sample promotional material
- Sample evaluation and/or assessment tool (for example, audience survey, comment card, rubric, etc.)
- Summary of research, evaluation or survey responses/results
- Excerpts from media coverage or reviews
- Educational materials
- Strategic or fundraising plan
- Annual Report

Questions?

Contact your program specialist for assistance.

Technical Notes

We have found some resources that might help you prepare the support materials. These links are provided as a convenience and for informational purposes only; they don't constitute an endorsement by the State of Missouri of any of the products or services. The Missouri Arts Council bears no responsibility for the accuracy, legality, or content of the external sites. You should take precautions when downloading files from all websites to protect your computer from viruses and other destructive programs.

Converting Various File Types to PDF

You can convert your word and excel documents to PDF using a variety of software (many are free):

- Microsoft Word and Excel 2007 have a Save as option to PDF. With excel, make sure that you have set your print area first (under page layout tab).

- You can convert your files from various formats to PDF with free software.
    - Nitro Reader http://www.nitropdf.com/pdf-reader
    - PDF-XChange Editor http://www.tracker-software.com
    - Foxit Reader https://www.foxitsoftware.com/products/pdf-reader
    - Web-based software: PDF Convert http://www.freepdfconvert.com or PDFescape https://www.pdfescape.com.

- You can create a PDF with your smartphone with one of many free document scanner apps. Adobe Scan and CamScanner are available on Google Play (Android) and iTunes (iPhone).

- You can make the PDF file size smaller using these free websites: http://convert.neevia.com or http://compress.smallpdf.com. In addition, you could minimize the file size by embedding the link in the document so that the linked file is on a different server.

- Merge separate PDF documents into one document with http://pdfmerge.com.

Converting Audio Samples to MP3

iTunes

1. Download iTunes.

2. Open iTunes and import files you currently have.

3. With the files on your computer or connected via CD, MP3 player, or other portable device, click File, and Import from iTunes menu bar.

4. Browse your computer to find files you want to import and click "Open."

5. To upload the file to your online application.

6. This step depends on your computer.
   - **For Windows Users:** From the Start Menu, open My Documents Folder, open My Music folder, open iTunes library and browse to the file you want. You may be able to rename the file here to something appropriate for the online grant application.

   - **For Mac Users:** From the Viewer, open the Music folder, open the iTunes folder and browse to the file you want. You may be able to rename the file here to something appropriate for the online grant application.

Windows Media Player: You need to have a computer with a CD disc reader and media player, such as Windows Media Player. The following are instructions to create an MP3 file from an Audio CD.

1. Place CD in your computer's CD drive.

2. Once your computer recognizes the CD it will launch an action window. Select Rip Music from CD using Windows Media Player. Click OK.

3. This will launch Window's Media Player in Rip mode.

4. Select the tracks you want to rip. You can rip more than one track. A maximum of three audio tracks are allowed.

5. Go to the Rip Menu and check the following: Format is selected to MP3.

6. Go to Rip Menu and select more Options: This will launch the Options Window. Please note where the Rip Music will be located once the Media Player rips the music. You will need to know this location when you are ready to retrieve the MP3 file for upload. If you do not want to use the Window's default location click change and select a different location.

7. Once you have checked your settings, Click Start Rip to start the rip process. You can select multiple files to rip.

8. The system will let you know that Rip is in progress, and when you see the Ripped to Library, you will know that the file has been ripped as an MP3.

Converting Video Samples to MP4:
Video files take much longer to upload than image files.

- To save video from a DVD into a video file visit HandBrake at http://handbrake.fr/downloads.php.

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