Guide to Support Material

Use this Guide for the following grants:

- Annual Discipline application – Arts Council – Operating and Project Support, Established Institutions, Folk Arts, Mid-Sized Arts Organizations, Music – Instrumental, Organizations of Color, and Theatre
- Express Grants – Arts Council Basic, Project, and Organizations of Color
- Partnership
- Optional: Annual and express Arts Education application

In addition to the application narrative and attachments, support materials help to provide a complete picture of the proposed project. Submit items that directly address the evaluation criteria (artistic quality, community involvement, and management ability).

Three Keys to Presenting Materials for Maximum Impact

1. **Be strategic.** Select items carefully. Choose a limited number of items that address a specific review criterion and application narrative.
   - The materials should add detail or verification that is not included in the application narrative.
   - Instead of prepared marketing pieces, support materials should be customized document(s) that are specifically tied to your narrative and review criteria.
   - With each item, ask yourself:
     - What do I want to communicate with this item?
     - How is it related to the criteria and/or narrative?
     - What is an effective way to convey the message?

2. **Curate the panel reviewer's experience.**
   - Panel reviewers' attention is limited. Help them and yourself by customizing the support material to the evaluation criteria and narrative.
   - Panelists can't read your mind. Connect the dots between the application narrative and the support material.
     - Through annotation, tell the panel how this montage (or item) provides evidence of your assertions. This should be done on the document.
     - Connect the narrative to your support material. For example, if you provide an exhibition review, highlight an important section and provide brief explanation on its importance.
   - Start by creating or saving pages that contain images with captions, link(s) to web-based content (see page 3 for *Converting various file types* to PDF). Present in the same order as the narrative.

3. **Be brief. Limit the materials to a 10-minute review by the panel.** This includes audio and video materials. If you provide too much information, you risk that the reader skimming over the important sections.

Additional Notes:

- Upload support Material to the online grant system. Test the links before applying.

- Items should reflect recent work (within 3 years).

- 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.

- 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 a document with links to the online materials.** Maximum file size is 500 MB.

- REQUIRED: If the project involves performance, (dance, music, and theater) then audio and video examples of recent work are required.

- REQUIRED: For Festivals, the schedule of events and activities from the previous year's festival is required. For example, printed materials distributed to attendees or artist participants or an image of the schedule of activities posted at the event.

Sample Support Material Items

This is not a comprehensive list. These examples are meant to help you think about what information might be useful for your Missouri Arts Council proposal.

Artistic Quality (50%; Arts Council 30%)

- **IMPORTANT:** Work samples
    - Present in the same order as shown in project description
    - If work samples aren't available for upcoming artists, then provide samples of past artists (or comparable programs) as indicators of future quality. Be sure to explain what you're doing.
    - **Literary Magazine/Journal:** Copy of recent magazine/journal. Indicate key pages that the panel member should read.
    - **Performing Arts:** Audio or video work samples for producing artist group or proposed artists for next fiscal year. You can provide this as internet links on single document with background about each work sample. For example, indicate the best start time to watch or listen to the work sample.
    - **Visual Arts:** Photo montage from artists in upcoming exhibits. This allows the reviewer to determine artistic quality for him/herself. Select 1-3 images for each upcoming exhibit. Label images with date, program, and what is happening.

- Quotes that attest to Artistic Quality – Excerpts from letters of support from individuals with connection to your program.

    Attribute each quote with person's name (and/or description) and context so that the reviewer will understand why this quote is important. Quotes could be from reviews, artists, or peer artistic director. (3-5 maximum)

- Excerpts from media coverage/reviews that attest to Artistic Quality

- Detailed schedule of proposed arts events (only if there isn't sufficient space in the application narrative)

- **Festivals:** Schedule of events and activities from the previous year's festival.

- Program, playbill, or exhibition catalog. These could be evidence of past artistic quality (Artistic Quality) or sample of promotional material (Community Involvement).

<u>Community Involvement (30%; Arts Council 40%)</u>

- Sample promotional material in print (for example, program, playbill, season brochure) and online (screenshot of website and social media).
- Map with demographic profile of your target audiences, especially useful for applicants in rural region
- Evidence of audience attendance/participation with photo montage. Label images with date, program, and what is happening. This could be supplemented with relevant support quotes.
- Quotes that attest to Community Involvement – Excerpts from letters of support from individuals with connection to your program.

  Attribute each quote with person's name (and/or description) and context so that the reviewer will understand why this quote is important. Quotes could be from anonymous audience member, teacher, or 5th grade student that participated in a tour or outreach program. (3-5 maximum)
- Educational materials, for example, family day or educator/curriculum guide
- Outreach plan
- Excerpts from media coverage/reviews that attest to Community Involvement.
- **University applicants** – Photo montage to demonstrate the venue's accessibility for the general public, including adequate signage directing the general public to the space and parking for off-campus visitors.

<u>Management Ability (20%; Arts Council 30%)</u>

- Fundraising plan or financial strategic plan indicates the organization's financial sustainability.
- Sample evaluation and/or assessment tool (for example, audience survey, comment card, and rubric)
- Summary of research, evaluation, or survey responses/results as well as how the applicant used this information
- Quotes that attest to Management Ability – Excerpts from letters of support from individuals with connection to your program. Attribute each quote with person's name (and/or description) and context so that the reviewer will understand why this quote is important. CEO of corporation could attest to the sound business practices of your organization. (3-5 maximum)

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, ensure you set your print area first (under page layout tab).
- You can convert your files from various formats to PDF with free software.
  - Nitro Reader www.gonitro.com.
  - PDF-XChange Editor www.tracker-software.com.
  - Foxit Reader www.foxitsoftware.com/products/pdf-reader.
- 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 www.sodapdf.com/pdf-merge.

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.