



YOUR BUSINESS CAN CREATIVELY KEEP THE ARTS ALIVE IN NEW HAMPSHIRE

As members of New Hampshire's corporate community you know that investing in the arts is good business. The arts add economic vitality to our communities, create and sustain jobs, bring us together and enhance our quality of life. It goes without saying that your company's direct financial support of local arts organizations is critical to New Hampshire. But in these challenging times when it may be hard to donate funds directly there are many creative ways to keep your company involved in and actively supporting New Hampshire's cultural community.

- ◆ Rent space at a theater, gallery, or museum for company events, board meetings, or holiday gatherings.
- ◆ Purchase tickets to performances and concerts, or memberships at galleries and museums and give them to employees for their "above and beyond" recognition.
- ◆ Invite performers from local theater companies or community music schools to provide entertainment at your company's annual meeting, holiday gathering, awards ceremony or other special event.
- ◆ Inquire about the availability of special tours of museums, theaters, or galleries and talks by artistic and executive staff members in order to engage your employees with the arts on a deeper level.
- ◆ Many arts organizations have had to cut positions from their staff and volunteer support is more important than ever! Encourage your employees to volunteer at the arts organization of their choice. Provide them with flex time to train to become an usher at a local theater or a docent at a museum.
- ◆ Say "yes" when invited by an arts organization to become a Trustee. Arts organizations need energetic and talented business people on their boards.
- ◆ Organize a company outing for employees and their families to a concert or show or arrange for a special back stage tour or guided museum tour.
- ◆ Creativity inspires creativity. Bring art into the work place by hosting a lunch-time program for employees featuring New Hampshire performers or an exhibit by local visual artists.
- ◆ Encourage your employees to include the arts in their New Hampshire "staycations" and in their travel plans. Post information about local arts events on your company's internal employee calendar or e-newsletter.
- ◆ Become a catalyst for linking the arts to other community organizations your company supports. Bring a local arts group to perform at the ribbon cutting for a new low income community housing development. Or organize a hands-on creative activity in a local health care facility.
- ◆ Encourage your employees to share the art they create by holding company-wide exhibits or talent nights. Invite local arts groups to participate as well.
- ◆ Donate services or products to fund raising events benefiting local arts organizations.
- ◆ Consider which arts organizations could use the unique pro bono or bartered talents of your company's staff members. For example, offer to design a logo or help with a website upgrade; conduct or analyze a survey; provide legal consultation; perform an energy audit. Promote this support of the arts to your own clients and customers.

Or come up with your own creative ways to incorporate the arts into your corporate culture. With your help we can make sure the arts in New Hampshire stay vibrant and thrive, well into the future.

If you would like assistance with any of the above, please contact the NHBCA at arts@nhbca.com or call 603-224-8300.