



Helping artist-entrepreneurs build wealth

Creative Communities Exchange

May 19, 2011

Assets for Artists
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To-Do Checklist

1. Conduct meetings of artists and artist-service practitioners to introduce asset-building concepts and identify early interest
2. Consider coordinating an artist survey to document training, working capital and space needs, as well as income levels and household demographics (will be useful for program planning as well as communication with funders and partners). Assets for Artists planning phase sample survey available at <http://svy.mk/gx8Ulw>
3. Build local/regional capacity for targeted outreach to artists
 - Share data among artist-serving partner organizations to estimate collective # of artists to be reached via Facebook updates, Tweets, email blasts, and blog posts
 - Compile more comprehensive artist email lists from online databases, Open Studio lists, etc. Nice intern assignment
 - Create Facebook and/or Twitter networks specifically targeting artists/creatives in your community, distributing and sharing valuable information for artists in all disciplines to build up a core following interested in goal-oriented support services
4. Identify potential partners to provide account administration, management of match funds, and access to federal Assets for Independence funds matched savings accounts (also known as IDAs)
 - Local community development corporations, community action agencies and community development financial institutions are sometimes active in the IDA field. National directory is available at <http://bit.ly/dE7BAn>
 - Assets for Artists and the Midas Collaborative may be interested in partnering with your community so feel free to contact Blair (blair@massmoca.org) to explore possibilities

5. Cultivate match & admin funding sources for IDAs, and build an overall project budget
 - Banks are often interested in asset-building for low-income households
 - Municipalities can designate federal Community Development Block Grant (CDBG) funds for IDAs, which meet federal CDBG regulations
 - United Ways and venture funding groups are often interested in asset-building and may have resources for one-time grants to jump-start a new initiative
6. Identify and test training resources for artists in your community
 - Are there local financial trainers who understand the challenges of the self-employed?
 - Approach your local Small Business Development Center / SBA office to discuss business planning resources for artists/creatives. (National directory available at <http://www.asbdc-us.org/>). Propose a jointly sponsored training for artists to gain experience meeting the specific needs of artists and to test your outreach channels
 - LINC (www.lincnet.net) and Tremaine Foundation's Marketplace Empowerment for Artists program (http://www.tremainefoundation.org/Content/Art_Programs.asp) fund programs providing excellent professional development resources for artists, and one of those programs might be willing to partner with you to bring similar opportunities to your community
7. When you have match funding, training and account administration resources lined up, develop a formal IDA program design covering:
 - # and types of accounts
 - Match ratio
 - Training model & schedule
 - Account administration policies and agreements
 - Outreach strategy
 - Selection and enrollment procedures and paperwork

(If you have an active IDA account administration partner, they will have much of this developed already from other partnerships. Regardless, you might want to check out the *Assets for Independence Project Builder: Guide for Planning an AFI Project* at the federal Assets for Independence program, the nation's largest funder of IDA programs: <http://1.usa.gov/gCyTyG>.)
8. Even if you have a strong account administration partner, don't underestimate the amount of someone's time required to do outreach, manage applications, coordinate a selection process, document income eligibility, communicate with participants about getting started, schedule trainings, and provide ongoing contact and support for the artists throughout the program. It's a multi-year commitment for every group you enroll, and that level of individual commitment is partly what makes IDAs such a powerful tool