



**ART
ANYWHERE
KIT**

How-To Guide

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This guide keeps things simple and lean. Resources and a social media toolkit are in the back.

Look for the smiling sunshines for extra tips and highlighted interactive links that will take you directly to the resource.

Remember, whatever you're fundraising around, make it your own and have fun!



Glass House Collective is a non-profit founded in 2012 in East Chattanooga to “bring life back to Glass Street and Glass Street back to life” through artist-led and community-involved projects. Glass House Collective’s work celebrates the distinctiveness of our people, place and culture with the goal to inspire, support and ignite the spark that will bring about positive community change. Glass House Collective works together with residents and partners to make Glass Street and the surrounding neighborhood cleaner, safer, and more inviting.

1 BIG NEED



2 WEEKS



500 KITS

What’s an Art Anywhere Kit?

The Art Anywhere Kit was Glass House Collective’s response to a pressing need at our local community school due to COVID-19. Hardy Elementary’s art teacher shared her concerns regarding families needing art supplies at home during the sudden stay-at-home period of the school year and through the summer.

We know how important the arts are, especially during stressful times, so we felt the urgency to find a way for these kids to continue using art outside of the classroom. The art teacher gave us a list of things she wanted to include in each kit, and Glass House Collective and *ART120* jumped in to create an engaging and quick social media campaign asking our community to donate \$7 for a single art kit. GHC also committed to match these community donations dollar for dollar.

Sometimes people want to help and don’t know how. The mini-campaign provided a platform for the broader community to rally around this need with donations big and small. Our week-long fundraising campaign collectively raised enough money for 500 students to receive an Art Anywhere Kit! The entire school!



In a hurry? Skip straight to the resources [here](#).

1. Identify the need

This is the very first and the most important question you can ask. You want to help, but you need to make sure your help is needed. Start by contacting the school's art teacher or someone in the PTA to see what is needed. Listen. If there is a need, proceed.



You don't have to have a child in school to do this!

2. Find Partners

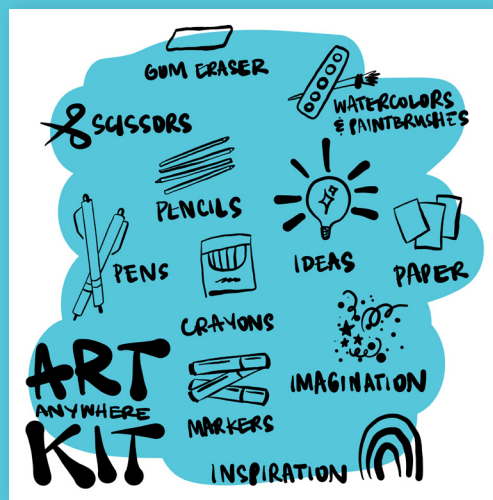
Now that there is a need identified, find some people that can help. These are folks that can help you fundraise, spread the word, and access supplies or matching funds. Think about who would be a good collaborator – local art teachers, *PTA*, *nonprofits*, *art collaborators*, *neighborhood associations*, churches.

3. Build a Kit

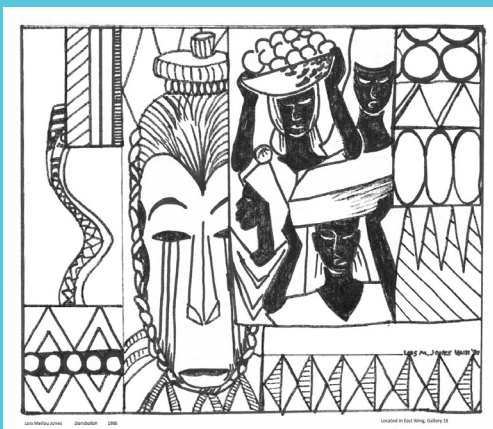
Ask the art teacher what kind of art supply kit is needed. Size? What items? What age group? We found this *great example on Amazon*.

Extra Credit:

What will make this Art Anywhere Kit super special for your school? Insert a locally themed *coloring sheet* or ideas for kids to use everything in the kit. Whatever you choose, consider how it impacts your cost-per-kit budget and timeline. Who will print and insert this piece? It's doable. Just plan for it!



Keep it affordable so more people can donate. Donate just \$7 per kit!



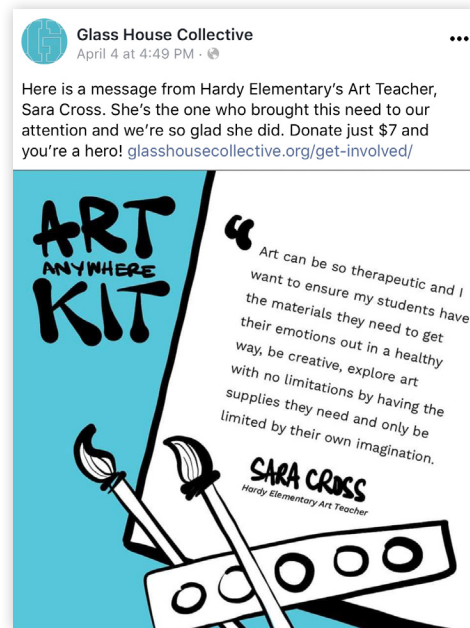
4. Set your goal

Once you know your cost per kit you can set your fundraising goal. Do you need one per family or one for every student? If you start with every family and exceed your goal, you can celebrate providing kits for every student as a big campaign win!



5. Launch your fundraiser

We've shared suggestions, at the end of this guide, that worked for us and might inspire you. Check out our social media post suggestions using Instagram stories and Facebook, including branded graphics for the kick off, countdown to end, celebrating success, and thanks to all donors.



This pullout quote graphic helped us raise additional money in the final days! Try it!

6. Purchase & Distribute Kits

If you are working with a community nonprofit you can use the funds to purchase your supplies directly. If you are an individual working with a few partners on this, make sure to discuss how purchasing will be handled in advance. Be sure to check availability, quantity limits, and delivery dates of anything you are ordering.

If you are working with a school ask if the Art Anywhere Kits can be delivered to students through any meal delivery schedules already set up using current COVID-19 safety protocols.



Check out this kit we found on Amazon.

The Art Anywhere Kit was Glass House Collective's response to a pressing need at our local community school due to COVID-19.

Please use this toolkit in conjunction with our How-To Guide as an example of how you can create and schedule content to fit your own needs.

Step 1:

Design matters.

We recommend working with a designer to personalize your graphics and keep a consistent campaign style. For more information on design help, please contact TaylorKinserDesign@gmail.com.

Step 2:

Organize.

To start, we suggest creating a working folder (*like Google folders*) where you will have a document that outlines your posting schedule and post copy. This keeps everything organized when you're working quickly with a handful of individuals.

Step 3:

Decide what platforms you want to use to launch your campaign.

You'll see we designed for our specific platforms where we share information: Facebook, Instagram, and Mailchimp. By using all the features these platforms had to offer, we were able to quickly communicate our need to raise 500 kits. Remember, just use what you have. If you don't have a way to do eblasts, just stick to social media.

Step 4:

Get to work!

For all of these sample posts we suggest utilizing Facebook posts, Facebook stories, Instagram posts, Instagram stories, and for big announcements like the launch or success of the campaign share through email newsletters.

Social Media Guide



ArtBox_InstaPost.jpg

Announce the fundraiser

Example copy:

@Glasshouselive was contacted by our partners at Hardy Elementary School about an **immediate** need. Art class assignments are continuing for all students and we need your help to ensure every family can complete their work and make art at home. Your support of \$7 will provide an Art Anywhere Kit to one family at Hardy. Just \$7.

Please consider making a donation in any amount and we will match every dollar donated by Sunday, April 12.



ArtBox_Mailchimp5.jpg

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Note:

Be sure to link your partners social media accounts and don't forget about local or relevant hashtags.

Share what's in the toolkit



ArtBox_Supplies_post.jpg



ArtBox_Supplies_story.jpg

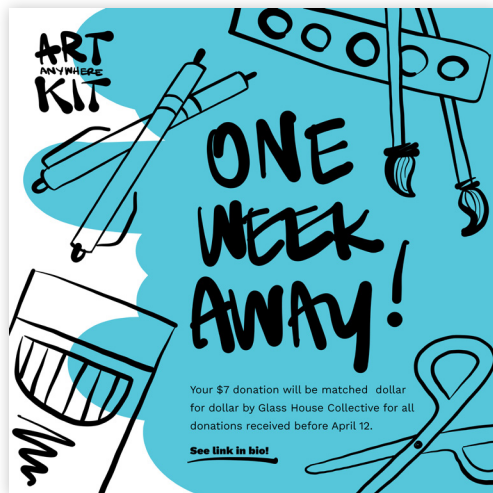
Social Media Guide

Update people on the amount reached so far

Donors love seeing real time progress on a goal they're helping you meet!

Share a real photo

To create some human or place connection try sharing a picture of the kids or the school (with permission of course).



ArtBox_OneWeek_insta.jpg

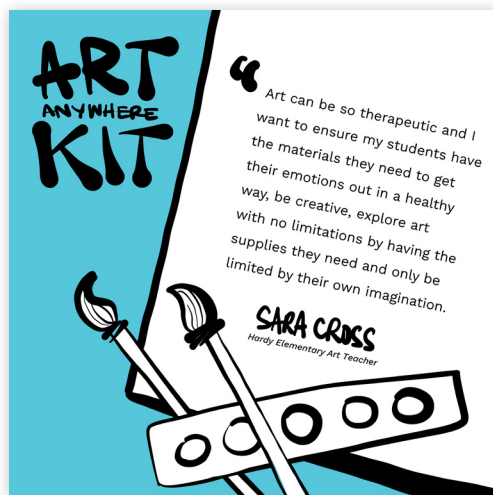
Spread the word you're one week away

These posts are helpful to push the sense of urgency!

Example copy:

We are so thankful for all the donations coming through. Please consider donating today because we are ONE WEEK AWAY from our dollar for dollar matching deadline.

Link in bio!



ArtBox_SaraQuotePost.jpg

Post a quote from the art teacher or child that will benefit from the art kit.

Example copy:

Here is a message from Hardy Elementary's Art Teacher, Sara Cross. She's the one who brought this need to our attention and we're so glad she did. Donate just \$7 and you're a hero! Glasshousecollective.org/get-involved/

Social Media Guide



ArtBox_1to1_fb.jpg

Encourage the time is now!

Throw in more information if you found a matching donor.

Example copy:

WOW! Thank you so much for the support you've given so far. We will share an update with you guys soon. In the meantime, please help share the fundraiser to ensure every family at Hardy receives an Art Anywhere Kit (link in bio) so they can continue working on art projects during this time and over the summer. Every donation is **MATCHED** dollar for dollar.



ArtBox_WowThankYou_post.jpg

Goal reached?

Share the progress and celebrate with gratitude!

Example copy:

WOW! THANK YOU! BIG thanks to all the donations that poured through paypal and Facebook in just ONE WEEK! We are excited to announce that EVERY student (all 500) at Hardy Elementary will receive an Art Anywhere Kit! Special thanks to Hardy's Art Teacher, Sara Cross, and @art120chatt (@art120Kate) for compiling all the kits and distribution (coming soon). We will be in touch if there's any other need that comes up. Thank you **all** for making this happen – especially during this time.

Thank those who gave to the campaign as a special nod to their generosity.

Example copy:

To each one of these folks and more thank you for donating to the Hardy Elementary Art Anywhere Kits!



ArtBox_ThanksNames.jpg



ArtBox_ThanksNames_story.jpg



GLASS HOUSE

A NEIGHBORHOOD COLLECTIVE