



# **Cultural Alliance** OF FAIRFIELD COUNTY

## STRENGTHENING THE ARTS AND CULTURE SECTOR

### ADVOCACY TO PROVIDE A STRONG VOICE

- Providing information about issues that are important to the health of the arts and culture sector
- Speaking on behalf of arts and culture in regional, state and national forums
- Building a *Trustees Network* to speak out in support of arts and culture
- Conducting an *Economic Impact of the Arts* study in 2011 with *Americans for the Arts*

### PROMOTION TO BUILD AUDIENCES

- Hosting **FCBuzz.org**—a regional website for arts and cultural events
- Producing a weekly FCBuzz.org *e-buzz* newsletter showing what's happening in the region
- Coordinating the *Fairfield County Business Journals' FCBuzz Arts & Culture of Fairfield County* insert
- Partnering for promotion with *VENÜ Magazine*, Hearst Newspaper websites and on WPKN.
- Advertising our members in regional magazines and via the *FCBuzz Goes Live* project
- Producing promotional videos shared with members and social media posts about events

### NETWORKING TO STRENGTHEN PROFESSIONAL WORKING RELATIONSHIPS

- Convening an Executive Directors Network
- Convening a Marketing Roundtable
- Convening a Local Arts Agencies Network

### COLLABORATION TO CONSERVE RESOURCES

- Building collaborative marketing projects that save members money
- Providing cross-promotional opportunities for our members

### KNOWLEDGE TO ENHANCE PROFESSIONAL EXPERTISE

- Sending weekly newsletters to keep members in the know about grants, workshops and advocacy
- Producing capacity building workshops to support organization and artist goals
- Offering the *Peer Advisor Network*—knowledgeable and affordable consulting support
- Offering *Artist Mentorship Project*—one-to-one advice

## Show Your Support Today!

Visit <http://culturalalliancefc.org/pages/donate.html>

Cultural Alliance of Fairfield County, 70 Sanford Street, Fairfield, CT 06824

For more information call: 203-256-2329 or visit [www.CulturalAllianceFC.org](http://www.CulturalAllianceFC.org)