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# Arts Smarts

**Seating is limited for these intensive seminars designed for artists and arts professionals.**

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**June 9, 2007 — Arts Smarts Workshop, 12 to 4 p.m.**  
**Session 1: FUNDRAISING Bootcamp**  
**St. Andrews Episcopal Church**  
**4512 College Avenue, College Park, MD**

The Basics of Finding and Securing (More) Income for Your Arts Organization

Objectives of Workshop

- 1) To better understand your organization--its strengths and weaknesses
  - 2) To develop an annual fundraising strategy for your organization
  - 3) To identify new sources of income for your organization
  - 4) To make your organization more competitive in grant review
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**June 25, 2007— Arts Smarts Workshop, 12 to 4 p.m.**  
**Session 2: How to Market Your Arts Organization**  
**Greenbelt Community Center**  
**15 Crescent Road, Greenbelt, MD**

Objectives of Workshop

- 1) To identify and communicate effectively with "your" target market
- 2) To move your audience to specific and desired action
- 3) To promote your organization locally, regionally and nationally
- 4) To develop an annual marketing strategy

## **Led by nationally renown arts administrator Cheryl T. Goodman**

Ms. Goodman's work experience in the areas of development, marketing, programming and production includes several years of service on the local, state, national and international levels. She has created and implemented funding and performance programs for the Association of Performing Arts Presenters, the D.C. Commission on the Arts and Mid Atlantic Arts Foundation. She has provided technical assistance in the areas of grant writing, public relations, and marketing to many arts organizations in the region.

**Deadline to register for these FREE sessions is June 6, 2007. To register, call the Arts Council at 301-277-1402 x 3 or email [vrussell@artspg.org](mailto:vrussell@artspg.org).**

The Prince George's Arts Council, a 501 ( c ) ( 3 ) is designated by County Council legislation as the official representative of the arts in Prince George's County. PGAC provides funds and technical assistance to county artists and arts organizations. The Prince George's Arts Council is supported by contributions from the Maryland State Arts Council, the Maryland National Capital Park and Planning Commission, individuals, corporations and foundations.

**Prince George's Arts Council - 6525 Belcrest Road - Suite 132 - Hyattsville, MD 20782 - 301-277-1402**