

# Developing Your Art Practice into a Self-Supporting Business to Promote Social Justice

Alternatives 2010

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# Performance outline

## Learning Objectives:

- How our art and our stories can change the world, inspire people, and create social justice (Gayle)
- Strategic Planning, Written goals, mission statement, and Business Plan Fundamentals (Mike)
- Promoting your work via targeted marketing and using personal contacts (Corinna)
- Website Development, and Grant Writing, describing your art (Ed)
- Enjoyment – making time and priorities for art; art as personal medicine (All)



# Exercise 1: Short and Long Term Goal setting

- 1) Pick a specific, measurable, attainable, rewarding, and timely (SMART) goal for your art practice for the next three months.
- 2) Pick a SMART goal for the next five years
- 3) Work with a partner to identify benefits, barriers, and buddies for working towards these goals.



# Exercise 2: Develop a Mission Statement

Get 1-2 partners and work these steps together.

- 1: Brainstorm: What kind of questions do people ask you about your art? What is your underlying motivation for doing your art?
- 2: Write 10 adjectives to describe your art.
- 3: String around 5 of these adjectives into a 1-2 sentence statement.
- 4: Read the statement to your partner and see what questions they have.
5. Revise the statement.

# Exercise 3: Targeted Marketing



# Exercise 4: Development of Grant Funding

What causes are you really passionate about?

How would you spend your time if you could choose freely?

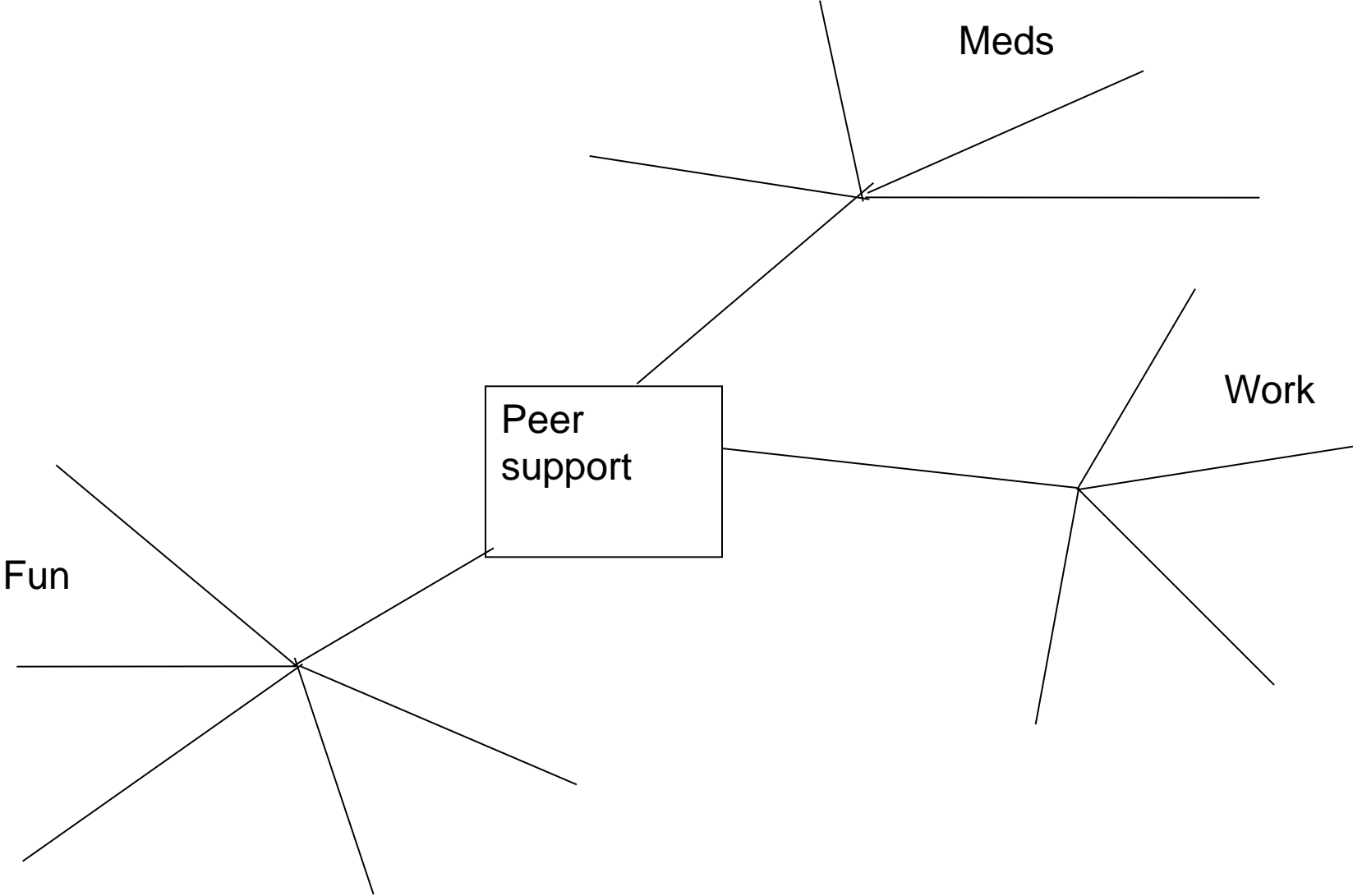
How can you combine your art with social justice?

Why do you create your artwork?

These questions decide your grant searching.



# Finding renewal and support through art



# More information

- 1) corinnawest.com, [www.mskinnermusic.com](http://www.mskinnermusic.com),  
<http://www.bluebirdconsultants.com/>,  
<http://www.alteredstatesofthearts.com/>
- 2) Public events through your local library, community centers, and local advocacy groups.
- 3) Art walks in your community, or artist websites
- 4) Poetry open mics in your city – check with coffee shops, universities, and African American leaders
- 5) Check nonprofits' websites or donation profiles
- 6) Always believe in your power to make a change