



Arts through it All Communications Guidelines

Even while operating differently while navigating the impacts of COVID-19, it is essential that arts organizations remain in regular communication with their constituents in order to engage and maintain their audience base. By leveraging powerful, simple, and consistent messaging, Arts through It All provides the tools and language for organizations to effectively communicate to their patrons the importance of the arts in our communities and how to support arts and culture during this challenging time. Following is a set of topline recommendations for deploying the Arts through It All campaign and additional guidelines regarding the content, tone, and frequency of external communications.

CONTENT AND TONE

- Regularly incorporate Arts through It All assets (logos, templates, weblinks, etc.) into your communications to familiarize your constituents with the campaign and the various ways they can support your organization and the arts in Colorado more broadly. To keep your approach fresh and personal, use a variety of these assets and integrate institutionally specific imagery into the templates.
- Central to Arts through It All is the message that arts and culture are essential to Colorado's economic and social vitality, and provide immeasurable value to our communities as sources of solace and respite, education and entertainment, and inspiration and creativity—in short, the arts are here for us, and will be here for us, through it all. Reiterating this messaging emphasizes the continued relevance of your organization and underlines the need for support.
- In all communications, lead with compassion; it is perfectly acceptable to acknowledge the fear and anxiety of the current moment and share the struggles that your organization and others are facing while empathizing with your fellow community members, rallying people together to discuss challenges and solve problems.
- Communications to constituents may include institutional updates; anecdotes from leadership, staff, artists, or community members; resources or guides; creative prompts; and/or calls to action. You should also use these correspondences to highlight any digital content that you have curated on your website or social media platforms.
 - Consider sharing exclusive content with your members/subscribers as a way of retaining “perks” during closures.

When asking for donations or other forms of support:

- Do so in a way that is sensitive to the current situation and acknowledges the financial strain many are facing, which may impact their ability to give.
- Showcase the activity and positive impact of your organization even while closed/at lower capacity and demonstrate the ongoing value you are providing to the community (e.g. supporting artists; providing tools for learning, entertainment, and inspiration; granting free access to online programs and resources, etc.).
- Utilize Arts through It All assets to help provide consistency in messaging and outline clear and effective ways your audiences can support Colorado artists and arts organizations.



FREQUENCY AND FORM

- External communications can take the form of newsletters, blogs, videos, press engagement, and/or social media posts (see the **Digital Best Practices** document for social media-specific recommendations). You may also want to deploy a survey to your mailing lists to assess what kinds of communications and content your audiences want from you during this time.
- Your audiences should expect to hear from you regularly, but should not be overloaded with communications from your organization. Set a reasonable, consistent schedule for outreach (e.g. biweekly newsletters, Instagram posts 3-4x per week, etc.) that aligns with your institution's audience base and resources.
- Given the financial stresses many are experiencing as well as the increased requests for support coming in from all sides, your organization should avoid sending out correspondences focused primarily on appeals for donations more than once every other week.
 - That said, Arts through It All assets can be incorporated into many, if not all, of your communications as a more subtle means of advocating for support for your organization and Colorado arts more broadly.