



## How California Arts Council grantees can help promote the Keep Arts in Schools Fund:

- If you have not already done so, replace the old "Tax Checkoff" logo with the new Keep Arts in Schools logo
- Use the logo, ads, and other graphic resources available at this link: <http://arts.ca.gov/getinvolved/spreadtheword.php>
- Include the Keep Arts in Schools logo on your website, newsletters, programs, and other promotional materials
- Link to our webpage for the Keep Arts in Schools Fund: <http://arts.ca.gov/getinvolved/kais.php>
- Consider donating a print advertisement in an upcoming program, email [caitlin.fitzwater@arts.ca.gov](mailto:caitlin.fitzwater@arts.ca.gov) if you need a custom sized ad
- Promote on social media pages and include an article in an upcoming newsletter
- Mention the Keep Arts in Schools Fund on stage in a curtain speech
- Mention at an upcoming board meeting and encourage members to donate via their tax returns
- Utilize this template language for a story in your newsletter:



Californians believe in arts education, and research shows most are willing to give a little extra on their taxes if they know the funds are spent on the arts for children and teens. Almost a third of schools in California have no music, dance, theatre, media arts or visual arts available whatsoever. The California Arts Council is working to increase arts education statewide by supporting teaching artists in the classroom, incorporating arts into "Common Core" teacher instruction, and turning around low performing schools through the arts.

Interested in helping? It's easy – and deductible! Give a little extra on your state tax return to the "Keep Arts in Schools Fund," and 100% of your tax-deductible contribution is applied to arts education programming by the California Arts Council. The "Keep Arts in Schools Fund" can be found in Voluntary Contribution Section 110 (425) of the "540" individual state tax-return form, and the minimum donation is just \$1. Every dollar counts, so please join the California Arts Council and "Keep Arts in Schools" through your state tax return! Learn more at [www.arts.ca.gov](http://www.arts.ca.gov).

- Keep up the great work in your local community!