



## Take Action: Ideas Generated by Cultural Partners at CAC's Community Survey Forum – May 11, 2015

### Background

On May 11, 2015, Cuyahoga Arts & Culture convened nearly 60 community members from CAC-funded organizations to learn the findings of CAC's recent community survey.

While CAC-funded programs are reaching thousands of County residents each year, the survey indicates only 31% have heard of Cuyahoga Arts & Culture. During the session, attendees generated ideas to raise awareness among residents about Cuyahoga Arts & Culture.

In addition to the high-impact ideas listed at [www.cacgrants.org/takeaction](http://www.cacgrants.org/takeaction), these ideas can help educate residents about the value of public funding for arts and culture in our community.

### Ideas for CAC-Funded Organizations

1. Connect class registration process for upcoming/fall arts and culture classes as opportunity to raise awareness about CAC funding.
  - Have CAC handout as inserts in all recitals, concert programs, etc.
  - CAC handouts and even table @ summer public activities, festivals...
2. Use simple participation at events:
  - Instead of just talking about CAC (audience members tune out) ask those who feel like they know what CAC does to raise their hand.
3. Engage with local representative/councilman to show importance of CAC funding in our neighborhood.
4. Connect CAC-funded project with the participant:
  - Remind them during the activity that the project was funded by CAC
  - If applicable, ask them to incorporate a CAC logo or messaging into their project/art
5. Use free CAC tools to help spread the word:
  - Give away tote bags for produce sales at inner-city farm
  - Use CAC pens for registration or at your event
6. Leverage social media to connect online audiences to CAC
  - Have a "CAC messaging day" where board members, staff, constituents post a CAC message on the same day on Facebook and Twitter and use hashtag and organization name to list those
  - Create and provide access to pre-prepared blurbs and graphics.

### Ideas for CAC

1. Develop a tagline that can be used by CAC-funded organizations that can be customized based on mission. Short, three-word messages can be created by sector.
2. Create a CAC-branded button or lapel pin as a connection starter.
3. Distribute CAC promotion cards to those in our own organizations and our audiences.
4. Develop additional free CAC tools: (Temporary tattoos, CAC bumper stickers)
5. Advertise or promote free CAC-funded arts events
6. Develop media partnerships: (Free series by "Kickin' it with Kenny," mainstream TV channels 3, 5, 8)