



INTERMEZZO

Y O U N G A R T I S T P R O G R A M

Portland Music Festival
June 21 – July 18, 2010 – Portland, Maine

YOUNG ARTIST FUNDING SUGGESTIONS

For many young artists the prospect of paying for a summer training program is a daunting experience. However, if you follow a few very simple steps you can greatly lessen this burden by obtaining the funds. Over the past ten years hundreds of young artists have successfully raised the necessary funds, and have even exceeded the needed amount, enabling them to have additional funds available for the following semester for vocal lessons and coaching.

1. **Start Now:** Start your fundraising to attend the Intermezzo Young Artist Program immediately. You have a unique talent and you need to market that talent to your local community, family, friends and organizations that have scholarship funds set up to help performing artists continue their training. If you take pride in presenting yourself, others will notice this and want to be part of your continued success.

2. **Don't Apologize:** You are a performing artist with a unique talent that has marketable value. You provide society not only with entertainment, but with a sense of self-worth, hope in times of distress and provide a much needed commodity to your community. You are in a business and need to approach it with the same professionalism as any business endeavor. Donations have traditionally provided a great deal of the funding in the classical entertainment world.

3. **Tax Benefits:** Intermezzo, Inc. is a 501(c)(3) organization. Any donations that you secure are tax deductible for the individuals and organizations that provide them.

4. **Be Specific:** When you approach individuals or organizations explain the unique training opportunity that Intermezzo provides. Write a proposal, define your goals and tell potential donors exactly what their donations will be used for, and how by attending Intermezzo you will greatly increase your opportunity for success in the future. Describe the roles you will perform and the daily training you will receive. Give potential donors a list of the faculty that you will train under. Explain to them that Intermezzo has trained hundreds of young artists over the past ten years and that we have a reputation for nurturing of young performers such as yourself.

5. **Compare Benefits:** Donors like to know that they are getting a good value for their donation. Explain the benefits you will receive by improving your language, acting and stage abilities. Describe the benefits of taking part in audition workshops and the *Studio Artist Auditions*. Finally, explain the financial benefits of attending Intermezzo over other programs. Here is a brief comparison for you to use that includes tuition, registration fees, housing and some meals. Additional costs must be included for travel in most cases. Don't estimate too low. It is better no to be surprised.

Intermezzo Young Artist Program - \$4000

Brevard - \$6,200

Prelude To Performance - \$5,000

AIMS Graz - \$7,000

Aspen - \$6,300

Operafestival di Roma - \$7,000

Oberlin In Italy - \$5,400

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6. **Potential Individual Donors:** Contact every individual that has ever expressed an interest in your career as a performing artist. This can be people in churches, synagogues, schools, as well as family members and friends. People like to be associated with artists and feel that they are helping, even if in a small way.
7. **Amounts:** Don't ask for specific amounts of money from individuals. Most will send small amounts of \$25 - \$100. Provide them with the total amount that you will need. You will usually get a few "surprise donations" in larger amounts. Asking for specific amounts can hurt the opportunity to receive a larger amount.
8. **Recitals/Concerts:** Consider presenting a small recital in your local church, school or synagogue. Invite EVERYONE possible. Send out postcards with the time, date and include the fact that you are doing this to raise money. If they can't attend ask them for a donation anyway. After the recital have a reception and talk to your audience. Let them hear about this wonderful experience directly from you. Then ask them directly for their help. Let them see your commitment and enthusiasm. Tell them you need their help to make this possible.
9. **Grants/Scholarships:** Contact your local community foundations, Rotary, Lions Club, Kiwanis Club, Music Club, etc. Those organizations can donate directly to Intermezzo, Inc. and designate their donation to your account. Make sure that this is clearly marked on the donation.
10. **Publications:** Check into the following publications in your local library. They will provide you with information regarding grants to individuals in your local areas: 1. *The Foundation Directors*: Published by The Foundation Center located at 79 Fifth Avenue, New York, NY 10003, Telephone: 800-424-9836. 2. *Career Guide For Singers*, published by Opera America (available online at <http://www.operaamerica.org/>).
11. **Your Account:** Any donations that you collect should be made payable to Intermezzo, Inc. Donations should be clearly marked with your name. We prefer that you collect the payments and mail them in together. However, individuals that wish to make donations on your behalf can mail their checks directly to us, or can make the donation online through our PAYPAL account. Our login email is info@intermezzofoundation.org. Please inform them to include your name in the payment. Approximately two weeks before the start of the program Intermezzo will send you a check for any payments that exceed the program costs. This can also be refunded through PAYPAL if you have an established account.

We hope this information is helpful. Those singers that put the work in to fundraising definitely see positive results. Don't forget the most basic rule of fundraising, "if you don't ask you will not receive".

If we can assist you in any way please feel free to contact us by Email at info@intermezzofoundation.org.

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