



# NeXt! Consulting Projects

## Guidelines

2020-2021

At Fund for the Arts, we believe in the transformative power of the arts. We work to maximize the impact of the arts on economic development, education and the quality of life for everyone by generating resources, inspiring excellence, and creating community connections.

### What is NeXt!?

NeXt! is a nationally recognized program dedicated to preparing the next generation of emerging professionals for volunteer leadership roles within the arts community. Participants will embark on an immersive, 9-month journey experiencing all aspects of cultural engagement. Throughout the program, NeXt! Ambassadors network with high profile community leaders, take on rewarding arts-focused projects that have a real impact on arts organizations, enjoy world-class art events, learn where their talents are most needed, and become a defining voice in the future of the arts.

Participants are all up and coming community leaders, from a diverse range of backgrounds and professions, with a passion and interest in the arts.

### What is the NeXt! Consulting Project?

As a part of the NeXt! program, NeXt! Ambassadors are broken into teams of 4-5 individuals to tackle a single project for a local nonprofit. With our current national climate and challenge of COVID-19, we encourage NeXt! Consulting Projects to span an array of areas, but to most likely fall into the categories of: collaborative initiatives, audience development, program implementation, business operations, marketing and communications, and fundraising/development. We are not encouraging projects that focus on large in-person gatherings such as fundraising events or festivals.

Examples of successful, recent NeXt! Consulting Projects include:

- The relaunch of a young professionals group for a local performing arts organization.
- A marketing and promotions plan for a local cultural institution's new event.
- Development and implementation of an "Arts Week" at a local public elementary school
- Development of a strategic plan to diversify and expand audience attendance of a local performing arts organization.
- Board development plans to enhance and organizations' success

These projects should realistically be achievable by a small group of NeXt! Ambassadors within a 8-month timeframe, and conversely, should be a large enough undertaking to span the program period. Organizations applying for a NeXt! Consulting Team should be willing and able to provide regular support to the team, and it can come in a variety of forms—staff time and attention, space, budget where applicable (see below), outreach assistance, etc. Nonprofits should also be flexible for any changes that may occur due to COVID-19, such as meeting virtually and coming up with new, creative solutions.

Projects should create sustainable change and build capacity of nonprofit arts organizations or have a significant impact on arts and culture in Greater Louisville.

NeXt! Ambassadors are excited, engaged and eager to help strengthen Greater Louisville's arts and cultural community. The Fund for the Arts pairs them with projects and organizations that will give many of them their first taste at arts and culture stewardship.

### How are NeXt! Consulting Teams paired with their projects?

Projects are selected through a two-phase review process.



# NeXt! Consulting Projects

## Guidelines

2020-2021

- **Phase 1: Application.** Interested organizations must submit an application to the Fund for the Arts no later than 11:59pm, August 28, 2020.
- **Phase 2: The Pitch.** Up to 10 projects will be selected to give a short, 5-10 minute “pitch presentation” at the first NeXt! program session in October 2020 (to either take place in-person or virtually.) NeXt! Consulting Teams will rank their top three project choices, and then the Fund for the Arts will make the final pairings, to be announced in late October.

Please note that an invitation to pitch your project does **not** guarantee that your project will be assigned a NeXt! Consulting Team.

### Who may apply?

Nonprofit organizations located in Greater Louisville may apply.

Greater Louisville is defined as Bullitt, Jefferson, Oldham, Shelby and Spencer counties in Kentucky and Clark, Floyd, and Harrison counties in Indiana.

Applicants should be registered with the IRS as a 501(c)(3) and either have 1) a mission that is arts-focused or 2) a proposed project that will significantly impact arts and culture in Greater Louisville.

### How do I apply for a NeXt! Project Team?

Please complete the application online no later than 11:59pm, August 28, 2020.

You can submit your application [here](#).

To learn more about the NeXt! Project, or if you have questions, please attend the Applicant Information Session to be held virtually:

July 31, 2020

9:00am

Zoom

A link will be sent to you when you RSVP with Nicole at [nhumphrey@fundforthearts.org](mailto:nhumphrey@fundforthearts.org)

The Applicant Information Session will last approximately one hour, and there will be time for questions.

### If my project is selected, will I receive any funds to support the project?

No. However, please keep in mind that project proposals that come with associated costs (i.e. events) need to include a funding plan in their application. If an event is the ultimate goal, cultivating sponsorships or raising funds for the event would be considered a project in and of itself. The application should state whether there will be a budget provided, and if so, approximately how much.

Keep in mind that many project proposals do not require additional funding, and in those cases, a plan for funding is not required in the application.

### What is the application and selection timeline?

Application opens	June 29	
Applicant Information Session	July 31 @ 9am	Zoom
Application due date	August 28 at 11:59 pm	



## NeXt! Consulting Projects

### Guidelines

2020-2021

Applicants selected for Phase 2 notified	Week of September 14	
First NeXt! Meeting Project Pitch Day	October 15	Plan to be on-site on this day (or available virtually) to provide a short “pitch” of your project.
Applicants selected for a NeXt! Consulting Project notified	Late October	
Second NeXt! Meeting Project Orientation	November 19	Plan to be on-site this day (or available virtually) to participate in a project orientation and to meet your team.

#### Additional Questions?

If you have any additional questions about NeXt! projects, please contact Nicole Humphrey at the Fund for the Arts at [nhumphrey@fundforthearts.org](mailto:nhumphrey@fundforthearts.org).