

**Roger Cooke Fine Arts**

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### **Mural Fundraising Ideas**

- Send a letter out through Chamber of Commerce to all businesses and local businesspeople mailing lists asking for a donation every other year. (Exeter CA receives \$10-\$12,000 each time)
- Memberships to Mural Society - (501) (c) (3) non-profit status
- Form a Mural Society, with patrons of the society buying a membership to join. Membership fees can be \$25 per year up to extra special patrons contributing \$1000/yr.
- Connect with the City for available Redevelopment Funds
- Art Auction with nice catered dinner or dessert - Sell tables (\$100-\$300 each table of 8) to local businesspeople (after showing them how murals can increase tourists coming to town who will buy from them) OR sell individual seats at a table. Have artwork donated from mural artists or local art association to auction)
- Also, a non-art auction can be profitable. Auction items can include donated merchandise; a stay in a vacation home, a hot air balloon ride, tickets to special events, gift certificates of any denomination, to restaurants or stores or for services, you name it.
- Flea market - garage sales (Ask local business owner with empty building if you can use the building) Ask Homeowners Association to serve as volunteers to price, set-up, take down, etc.
- Sale of prints/postcards/cards /magnets or tee-shirts of the mural (made from the Comprehensive Drawing).
- Sell Tapes or CD's of information about the benefits of the mural project
- Jars or drop boxes for donations on town business counters, city hall, or visitors center, and at the site of the mural dedication.
- Civic minded groups (Kiwanis, Lyons, Optimists) donating or doing fundraiser
- Lease an office for MURAL GALLERY, manned by Volunteers, and display all the Comprehensive Drawings of each mural done. Have a donation jar available as well as PRODUCTS with mural designs on them (i.e. mugs, calendars, rocks, address books, ballpoint pens, computer mouse pads, etc.)
- Ask the mural artist to pass out "donation commitment forms" as he paints, or have "donation forms" in a container at the mural site
- Create a snazzy donation box to have available at the mural dedications
- Charge for mural "group tour" or give free tours and ask for a donation
- Contact tour companies to bring their tour into town
- Radio station creates fundraiser on the air
- Musical group to do a concert to benefit murals
- Raffle tickets sold for special items, such as commemorative rifle, a quilt, a bronze, a classic car
- Cash sponsorships from community members who have a personal interest in the mural subject
- Owner of the building funding the mural - raising money from his friends
- Family History themes - ask family members to donate for their mural

- Deceased family member? Ask friends to send donation to Mural Society in lieu of flowers
  - Pay to have your portrait in the mural (Get a GOOD artist for this one!)
  - Cookie tin with nice photo of mural on the top
  - Local cooking school compile a cookbook for sale with proceeds to mural society
  - If the mural has many heads of cattle in it, Cattlemen's Association Members could buy a cow and have their personal brand put on one of the cows in the mural (Lake Placid FL had great success with this.)
  - Graph off an enlarged copy of the Comprehensive Drawing, go around to businesses personally and sell a section of the wall
  - Engrave donor names on bricks to place "sidewalk" in front of the mural
  - Tour books or booklets of the murals - sell advertising to pay for the book production. Ask businesses to sell the books and they receive 75 cents for each \$3 book sold (This way businesses can recover their ad cost) (Lake Placid FL had great success with this.)
  - Sell advance tickets to Fish fry or any theme dinner (Hawaiian luau, spaghetti dinner, ham dinner, ask Cattlemen's Association to do a steak dinner or BBQ, Garden Club does a Garden Party, an elegant, al fresco, catered dinner)
  - People buying square foot of mural (investing in their community!)
  - Fund raising jar at the local Chamber of Commerce office, perhaps with a picture of the future mural beside the jar
  - Local businesses contributing to a general mural fund
  - Celebrity breakfast - Restaurant donates several hours on a Sat morn, celebrities wait tables, etc. Cost of all meals served and tips received go to Mural Society
  - VIP's of the town (or Mural Committee Officers) serve at a Dinner Theater and donate tips to the Mural Society
  - Local high school band put on a Big Band Sounds Dance at the high school and invite the community. Ticket sales go to Mural Society
  - Local golf course or rodeo ground donate pop cans to Mural Society for a year
  - Calendar of the murals (In conjunction with Classic Auto Club or other community club), postcards, magnets, mugs with picture of mural, any products
  - Labels for wine with mural on it
  - Ask City to notify customers they can donate to Mural Society by rounding off their water bill and extra cents go to Mural Society
  - Local Radio Station Personality do a fundraising marathon
  - Mural-in-a-day with community booths giving percentage of proceeds to murals.
  - Sit down dinner with live band or pianist - \$75 a plate. Gold Table = \$2500, includes limo, champagne, fancy suite at hotel, extra benefits
  - Mural book in color. Chemainus, B.C., brings in substantial amount of money selling their mural book
  - At risk Kids... one town gets \$150,000 from government to train kids, and working on murals is part of that training.
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- **In-Kind gifts** of cash OR goods in exchange for tax deductible receipt, (such as paint, scaffolding, artist expenses such as lodging, etc.)
  - **Community Development Grants - Federal Grants - Foundation Grants**
  - **Endowments** - large donations from prominent community members that allows monthly interest