



Cultural Industry Investment Fund News and Information

April—June Spring Issue

Life stands before me
like an eternal spring
with new and brilliant
clothes.

Carl Friedrich Gauss

Mass advertising can
help build brands, but
authenticity is what
makes them last. If
people believe they
share values with a
company, they will
stay loyal to the brand.

Howard Schultz

My own experience is
use the tools that are
out there. Use the
digital world. But
never lose sight of the
need to reach out and
talk to other people
who don't share your
view.

Colin Powell

Spring Cleaning

As you clear away the winter doldrums and cobwebs, it's a great time to think about cleaning up your organization's digital presence, too. Read on for how to get the ball rolling on decluttering cultural websites; articulating your brand; and embracing digital resources. As the online representation of an organization, a website should be clear, concise, and eye-catching—like that newly-organized home closet!



De-clutter Your Homepage

As Matthew Scharpnick states in the [Chronicle of Philanthropy](#), most people scan web pages, just barely glancing at the majority of the content. Try not to clutter your home page with large text boxes that can potentially devalue your content or message. The main objective should be to create a clear and captivating way to convey your organization's mission, brand, and call to action. Get your audience involved in as few clicks as possible and your membership and followers will likely increase.

Tag—You're It!

Take a page out of [Amnesty International's](#) book and create a tagline that sums up your organization's mission in one line. [The Chronicle of Philanthropy](#) provides more examples of non-profits that have effectively captured what they do in a memorable phrase. This article encourages having the discussion of how an organization conveys their identity. A simple rethinking of how to better articulate an organization's individualism doesn't have to break the bank or take a tremendous amount of time; it just has to be concise.

Take a Digital Spin

There are various tasks that have been simplified (or in some cases made more difficult!) by digitalization. Instead of turning a blind eye to emerging technology or ignoring tried-and-true traditional methods, integrating new digital resources into your daily operations can streamline procedures and free up time to concentrate on your programs.

For instance, instead of doing mass mailings for your monthly events, why not create an event page on [Eventbrite](#); send out digital invitations through [Paperless Post](#); or sell tickets through [Brown Paper Tickets](#)? Not only does the use of these user-friendly websites make your organization more tech savvy, it lowers your carbon footprint.



(above image from [Tech Image](#))

Branding

It's the buzzword everyone loves to hate. However, it gets a conversation going as to what constitutes a brand. The term incorporates a lot more than just a flashy logo. The Americans for the Arts [ARTSblog](#) discusses [6 ways arts organizations should approach tackling brand management](#):

- **Be strategic about re-branding:** you don't want to lose or confuse your core audience but if change is necessary, stay true to the spirit of the organization.
- **Reach out to your creative audience:** Consider hosting a design contest via social media to choose a new logo.
- **Extend your brand's reach:** a larger audience broadens the market and marketing opportunities.
- **Dependability is key:** Keep a core consistency to ensure a smooth transition when you are re-branding.
- **Customer service above all:** Treat your audience well and their good praises will do the marketing for you.
- **Staff = Identity:** Valued employees are inspired employees and present a positive brand identity to your audience.

What is the public's perception of your brand?