

ARTS CONNECT CAMPAIGN
PARTICIPATION - 2022



Thanks for helping to build the collective message: in meaningful and daily ways, the arts are connecting Roanoke. This is a simple way to demonstrate our collective impact and share the work of your organization.

Here are some basic steps in participating in the campaign.

1. Get it.

Get everything you need on the landing page. www.roanokearts.org/connect. The logo is available in a variety of forms. Here's also a direct link to the [google drive folder](#)

2. Use it.

Use the *Roanoke-Resiliency-Recovery* version of the **Arts Connect** logo through 2022 and wherever it makes sense for you.

3. Make a statement.

Think about the work that you're doing. How are you connecting people to each other? To different aspects of our community? To health and wellness resources? Are you connecting individuals to something larger within themselves? Or maybe you're connecting us all to the broader world and critical ideas of the day. Write a statement and include it with the logo on your home page, your "About" page, or a special **Arts Connect** page.

4. Link up.

We've got a link for your organization on [the Arts Connect landing page](#). We can tailor it for you. Just get Doug Jackson the link and image for your Arts Connect message.

5. Share the message.

Link to the landing page from your website and digital programs. Use the QR code in printed material, gallery signage, and pre-event PowerPoints or video presentations.

6. Invite others.

We're pulling together our arts and cultural organizations, but we also hope this goes much further, with a wide variety of community partners sharing how they are working alongside you to connect our community through the arts. Encourage your partners to participate – no matter what their primary mission is. Send them this instruction sheet, and we'll link to their **Arts Connect** message as well.