



HIVE MIND

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HONEY: Attracting Resources & Support

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Key takeaways

It's all about relationships. Ultimately the support for your work comes from people. Engage them before you ask, whether that is through social media or going to their coffee shop every day. When people support you, reward them. Say thank you, every time, whether with a handwritten card or a cat photo. Always follow up.

Cultivate community. For independent artists, individual donors are much more critical than corporate or foundation grants. It's also a lot easier to get big grants down the road when you can show you have individual and community support.

Empower your supporters to support you. Tell your story in a way that others can repeat. If you want a bigger network of supporters, you have to help your core supporters advocate for you. Let them be part of your next chapter.

Do not be afraid to ask. Successful art requires tenacity. Do not wait until everything is perfect to start asking questions about what might be possible. A "no" is information. If you never ask, you will not be able to adapt your strategy.

Be smart with your time. Make sure your other activities support you as an artist. Use the timer on your smartphone to keep you in check. Turn off your email. Be thoughtful about what you pursue. Don't spend 300 hours just to raise \$300. Know when to clock out. If you have a day job, make sure you choose one that leaves you with the energy to do your best work.

Notes

Attendees represented a variety of arts practices: music, theatre, photography, writing, poetry, literary magazine, performance, multimedia, paint, radio, sound, illustration, steel work, and Japanese Taiko drumming.

Eighteen percent of survey respondents claimed to be full-time artists. The majority (43 percent) say they support their work through sales, contracts, and other forms of earned income; equal numbers (21 percent) either rely on grants or self-finance their work; and a smaller percentage (15 percent) combine grants and earned income.



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