

Clothesline Art Sales

Hi! I'm Pablo! I'm a Fresh Artist **Phi-lan-thro-pist!**



A philanthropist is a person who gives money or things of value, or anything at all, really, to help others in a BIG way. You can read the story of how I became a philanthropist by visiting our website www.freshartists.org. You can find my story, "Pablo, the Philly Philanthropist" by clicking the button with my picture on it on our home page.

If you like to make art like I do, and you like to help others, you can hold a **Clothesline Art Sale** in your neighborhood. You can:

- Set up a cool art Sale, and ask a trusted grown-up to help you!
- Invite people to come and buy your art!
- Send the \$\$\$ you make to Fresh Artists and we will deliver art supplies to a public school that really needs them. Fresh Artists knows hundreds of public schools that have a hard time buying art supplies for the kids to use. Some schools have none at all.

You will have made wonderful art, and you will have helped other people in a BIG way. You will be an artist-philanthropist! Cool! Other people's lives will be changed because you cared and took action to make something better in the world.

What is Fresh Artists?

Fresh Artists is a group of people who live in Philadelphia who think it is really important for children to be able to make art. We believe that all children are creative thinkers and that art instruction is maybe the best way of all to grow that creativity. We think it is even more important for children to be given a chance to use their imaginations to tell us how they think and feel about themselves and the world.

When we found out that many K-12 public schools in our inner-cities did not have enough art supplies for their art teachers to teach with, we decided to help fill the shelves! Fresh Artists is a nonprofit organization that delivers quality art supplies to these under-resourced schools with the help of generous children who donate the use of their art to us. You can go on our website and see all of the wonderful art that kids donated to Fresh Artists to use in raising money for schools in need (www.freshartists.org).

Fresh Artists wants to give kids everywhere a chance to be Artist-philanthropists and to help art thrive in public schools, so we started a grassroots program called **Fresh Artists Clothesline Art Sales**. All of the money raised in a Clothesline Art Sale will be used to buy art supplies for the poor schools we serve. Because we buy so many art supplies, we get a big discount, so every dollar children donate to us stretches very far.

How to Run a Fresh Artists Clothesline Art Sale

- Step 1: **Find a Trusted Grown-up** to help you
- Step 2: **Decide what group** will hold your Sale
- Step 3: **Decide where to hold** your Sale
- Step 4: **Decide how you will make** your art
- Step 5: **Spread the word!**
- Step 6: **Get stuff together** to hold your Sale!
- Step 7: **Get your crew together** and get organized
- Step 8: **Hang Your Artwork**
- Step 9: **During** your Sale
- Step 10: **When your Sale is over...**
- Step 11: **Sending your donation to Fresh Artists**
- Step 12: **Fresh Artists delivers** the Art Supplies

Ready to start?

Step 1:

Find a TRUSTED GROWNUP to help you

Because you are inviting people to come see your artwork and because \$\$\$ is involved, it is important to ask a Trusted Grownup to help you run your Clothesline Art Sale. The Trusted Grown-up will make sure everything goes well and that everyone is safe. It is important that this grownup handles the money and helps you with all parts of the Sale.

Step 2:

Contact Fresh Artists if you want help with your Sale

Ask your Trusted Grown-up to contact Fresh Artists. When you contact us, we can help you over the phone. We will send you the **Clothesline Art Sale Kit**, with lots of information, sample flyer, art tags, name badges and a banner for your Sale. We can send you ideas on neat art projects to make for your Sale. Your coach at Fresh Artists will make sure a school in need gets the art supplies bought with the money you raise and that the school receiving the gift knows the names of the children who raised the money.

Step 3:

Decide WHAT GROUP will hold the Sale

There are a lot of ways you can hold a Sale. It can be:

- You in your own backyard, alone, or with a group of a group of pal.
- A birthday party activity
- Part of a neighborhood garage sale
- Your scout troop
- Your faith-based organization
- Your camp or after-school program
- Your class or your whole school.

It's a great project for teens to do with younger kids. It could be an Eagle Scout or a mitzvah project.

Step 4:

Decide WHERE to Hold the Sale

You can have it outdoors on a real clothesline or inside a house, a school, a church or a synagogue or a community meeting place. Make sure your date and place are approved by everyone involved. If you decide to have it outdoors, make sure you have a plan if it rains. Maybe a rain date, or moving it inside? Just make a plan. That way you are prepared. Art doesn't like to get wet!

Step 5:

Decide How You Will Make Your Art

Will you save up your artwork made in school or camp for several weeks or months or will you make art just for your Sale? If you decide to make the art specially, you might want to think about using really bright colors, and filling the whole page with your drawings and paintings...almost out to the edges. Your artwork will look terrific and people will admire the way it brightens up their room when they take it home.

Step 6:

Spread the Word!

The more people who come to your Sale, the more \$\$\$ you will raise for art supplies. Spend some time planning how to spread the word about your Sale.

Make a flyer! Make lots of copies of the flyer (sometimes a business that your Trusted Grown-up knows may volunteer to make lots of copies for young philanthropists like yourselves. Just ask!) Get the flyer out and up on bulletin boards at least 4 weeks before your Sale. Tell your friends and family. Be creative in getting the word out.

Sometimes a grown-up can contact your local newspaper and they might send a reporter or photographer to meet you. This can really help get the word out, and bring more people to your Sale.

Make sure any information about your Sale tells people:

- The place you are holding the Sale
- The date
- The time
- That you are raising money to send art supplies to severely under-resourced public schools.

Step 7:

GET STUFF TOGETHER to hold your Sale!

You will need:

- Long lengths of plain old clothesline.
- Clip-type clothespins. You need 3 for each piece of art...two to hang it up and one to clip the label on the artwork.
- A cash box with a lid (cigar box, shoebox, or metal cash box) with some starter change in it. Good to have your Trusted Grown-up put some single dollar bills into it so you can make change for people.
- A sign that you are helping to support Fresh Artists, a nonprofit organization that gives art supplies to public schools in need so everyone knows whom you are helping (this is provided in our Clothesline Art Sale Kit).
- A table and chair for the person taking the money. You want that person comfy!

Step 8:

GET YOUR CREW TOGETHER and Get Organized!

Decide who will help you, and make sure they know you are counting on their help on the day of your Clothesline Art Sale. Give them a reminder written on paper so they can put the Sale on their calendar at home. Tell them what job you want them to do: help set up, sell art, help clean up, etc. If you are holding the Sale all day, or even over a couple of days, you will need helpers to come in shifts of a few hours at a time.

It's best to have lots of people help you on the day of your Sale. It's safer for you, and more fun, too. Extra people can help tell your visitors about the artwork, and why you are raising money to help other children. If everyone who comes to your Sale knows what the money is going to, they will be much more generous and buy more art. That means more art supplies for kids who need them!

Step 9:

HANG YOUR ARTWORK

Decide if you will set a price for your artwork or if you will ask for donations. Best to keep it in dollars, and not in loose change. Keep your prices low so people can afford them, and will buy lots of your art. Your Trusted Grown-up will know what the right price should be. You might feel more comfortable asking people to make a donation for a piece of art, rather than putting a price on it. Sometimes asking for a donation will result in people giving you MORE money than putting a price tag on it. This is a good idea especially when several children are donating their art...so one child's artwork isn't priced more than another's. Feelings are very important. The Sale is about everyone feeling good about being generous...NOT about a competition of how much money each child raises!

Step 10:

DURING YOUR ART SALE...

Make sure to tell people that you are raising money to deliver art supplies to children in an inner-city public school that really needs them. Tell them about your artwork, and why making art is important to you. Make sure to thank them for coming, even if they don't buy any art. Make sure to thank them a lot!

A Clothesline Art Sale is a way to give other people a chance to see your wonderful art. Sometimes people come just to look, and that's fine. Don't be disappointed if there is still art left at the end of the Sale. You can have a plan to donate any art that doesn't go home with someone to a local nursing home where older people really love seeing young children's beautiful artwork.

What really matters is that:

- You made beautiful art,
- People came to see it,
- They learned that some schools have no art supplies at all,
- And, best of all, that you have taken action to help other children and have made a difference in the world.
You are an artist-philanthropist!

You can have a basket, a decorated box or an unused paint can with a sign that says "Donations for Art Supplies" for people who want to be very generous after looking.

Step 11:

When your SALE IS OVER...

- Clean up! Make sure to leave the place you hold the Sale cleaner than you found it.
- Be sure to thank every person who helped you. Your volunteer helpers, big and little.
- Count the money you raised immediately after the Sale is over. Do this with your Trusted Grown-up.
- Give the money to your Trusted Grown-up to keep it safe.
- Send us an email about your Clothesline Art Sale while everything is fresh in your mind. It is easy to forget how many kids donated their artwork, how much \$\$\$ you raised, and how many people volunteered. Hearing from you is really important to us. We want to know all about your Sale and all the good ideas that you had so we can share them with other kids.,

Step 12:

Sending your donation to Fresh Artists

When you are all done with your Sale send the money you raised to Fresh Artists in a check or money order, made out to Fresh Artists Clothesline Art Sale. Send it to:

Fresh Artists: Post Office Box 44 Lafayette Hill, PA 19444

Be sure to list your name, or all the children's names who participated in the Sale. You will receive a thank-you letter, with a Certificate of Extraordinary Generosity! Your name, or the name of your group, will be put into a box of art supplies and delivered to a public school in need.

Currently we are serving hundreds of severely under-resourced K-12 public schools in the Philadelphia region. If you know of a K-12 public school in desperate need, please tell us and we may be able to add that school to our list. We will need the name, address, phone number, and name of a contact person at the school so we can call that school and talk to them about their needs.

Step 13:

Fresh Artists delivers the Art Supplies

The funds you raise will be used to buy art supplies for severely under-resourced, K-12 public schools struggling to deliver a quality art education to their children. Your name will be listed as a donor on a box of art supplies delivered by Fresh Artist's during the same year. Your name will also appear in a special place on our website.

We will choose a school in need from the hundreds of schools that we know about and work with. Fresh Artists will buy art supplies at a big discount and deliver them directly to a public school that really, really needs them, along with the name of your Clothesline Art Sale. Other kids will know that you have done something special to help them. In just two years, Fresh Artists has delivered the retail value of more than \$100,000 in high quality art supplies to public schools in need!

I know you will have good feelings when you do something wonderful for other kids like I do. Good luck, I can't wait to hear about your Sale!

Love,

Pablo

For more information, call my trusted grownup, Barbara Chandler Allen, at 215-920-3317 or email her at bcallen@freshartists.org