



As a fellow artist, you can probably relate to wanting to do work that fills you with PASSION and PURPOSE.

Dear Artist:

The past year has been tough for a lot of folks. If you're like me, **you've seen your art sales drop** as more people pull in their purse strings. Charities and non-profits have also been hit hard by the recession. Not an uplifting scenario.

And while things are starting to improve, I'm **not willing to sit around and wait**. I'm much more proactive in my approach...so I hope you will indulge me the kindness to share with you something I'm extremely excited about. Of course, there is something in it for you too.

If you would like to **follow your passion, sell more art and make more money while making a positive impact in the world**, I would like you to consider being part of **The 1,000 Strong Project**. This project is a network of 1,000 artists from across the country who are **"making a difference together."**

I've collaborated with other artists in the past to raise money for non-profits and figured out some ways to make it a **win-win for both the artists and the charity**. I know we've all given work away to support worthy causes, but that's not what I'm talking about. I want to use my experience as a sales and marketing consultant to **help fellow artists get increased visibility and sell more work** while being able to give a portion of those increased sales back to raise money for a worthy cause.

As far as I'm concerned, life is far too short and there is far too much good work to do to live small. So the thought of doing something on a **REALLY BIG** scale really appeals to me. In fact, the following quote has resonated with me for a long time, **"Your dream is not big enough if it doesn't scare you."**

So **The 1,000 Strong Project is about 1,000 artists each raising \$1,000 for a total of \$1 million dollars in 2010**. Yea, I know...that's gives us less than a year and I'm just getting rolling with this. It's a bit scary...ok, a lot scary and that's why I love it and know it's the right thing to do!

The good news is that I've done this on a small scale already, and I know how to make this work. And it's really not as hard as it sounds if the right folks are involved. All I need is 999 other artists who share the same passion for making a big difference.

I have had some amazing folks come to the table already to help with PR, marketing, and other things that are critical to the project's success. In addition, I've partnered with **the charity for 2010 and it's Comfort Zone Camp**. They serve children and families throughout the U.S. and beyond...so they are serving folks in your area.



Comfort Zone Camp has camps for kids who have lost a parent, sibling or primary caregiver. These kids often feel isolated and alone in their grief. The camps let them see for the first time they are not alone and the transformational healing that takes place is truly amazing. They even do art projects in camp so the tie-in with artists is already there and can continue to grow stronger with our help.

So here's the deal. I can help you get increased visibility for your art, sell more of it and be part of a huge network of fellow artists living with passion and purpose in exchange for your participation as one of the 1,000 artists.

I plan to share what I have done to be successful, as well as share the insights from the other artists who are part of this project. In addition, I'll share ways to get local publicity and increased visibility through your connection to The 1,000 Strong Project.

You, of course, also get the added bonus of doing this to support Comfort Zone Camp and knowing that you're making a BIG difference. In fact, with **your \$1,000 tax-deductible contribution, you will be sending two kids to camp this year.**

I'm looking for a commitment for this year, but I'm hoping that it doesn't end there. If this develops like I plan, **we can become a catalyst for changing the lives of so many people, not only this year but in years to come.** And not just with Comfort Zone Camp but also with other worthy causes that need us. So this is an opportunity to **get in on the ground floor of something really big.**

If you're interested in joining The 1,000 Strong Project, please **review the packet of information** and complete the application. If you know others who might be interested, have other ideas, or want to help in other ways; please don't hesitate to let me know. I know that it's a group effort that will make us great.

Thanks for your consideration. And **continue to live with passion and purpose!**

Will Turner

P.S. Check out all the benefits of joining and send your application in today!

*"I am always doing things I can't do -
that's how I get to do them."*

- Pablo Picasso

Be A Part Of Something Big & Bold

Have you ever let the negative voice inside you or the naysayers around you have their way? Not setting on a bold course, because you might fail. Or have you followed your passion and purpose and surrounded yourself with others who share your same spirit?

There is a bold movement taking shape right now with 1,000 artists from across the country, each wanting to make a difference. United together, they are joining The 1,000 Strong Project where their voices and passion can make the world a better place in a more substantial way.

Simply put, The 1,000 Strong Project is 1,000 artists each raising \$1,000 to support the goal of raising \$1 million dollars for Comfort Zone Camp. The money will support kids who have lost a parent, sibling or primary caregiver deal with their traumatic loss and move forward in their healing. The work done at Comfort Zone Camp is amazing. Check them out at www.ComfortZoneCamp.org.

Make A Difference In The Lives Of Children

Take it from some folks who have experienced the healing power and life-changing work of Comfort Zone Camp:

"It was one of the best weekends of my life, the first place I ever felt safe and happy after my Dad died..."

- Sarah, Comfort Zone Camper

"This was bar none the most rewarding experience of my life...I feel like a more complete person after this weekend."

- Evan, Comfort Zone Volunteer

"Comfort Zone Camp has been extremely helpful for my three children. CZC is a place where people genuinely care about kids who are going through hard times. A place where kids learn it's not their fault, they are not alone, and they will get through it."

- Cheryl, Parent of Comfort Zone Campers

Join The 1,000 Strong Project and Make A Difference!



Artists – Frequently Asked Questions

What is The 1,000 Strong Project?

The 1,000 Strong Project is a collaboration of 1,000 artists, each raising \$1,000 for a charity with the ultimate goal of raising \$1 million dollars in 2010.

What is the charity?

The non-profit partner for this project in 2010 is Comfort Zone Camp (CZC). CZC offers free camps for kids nationwide who have experienced the death of a parent, sibling or primary caregiver. They provide a community where kids can come together year after year to break the isolation that death often brings and offers tools to help them cope with their grief and move forward.

The experience for the kids is truly transformational. The kids have fun and are allowed to be kids again with others who have experienced a similar loss. They also are helped in their healing journey in a way that is life-changing.

Why should I consider being part of The 1,000 Strong Project?

You have the opportunity to be in on the ground floor of a truly unique project. We are uniting 1,000 artists across the country to make a huge difference in the lives of kids. It doesn't get much better than that.

But if you need more reasons, you will get increased visibility for your art and be able to sell more of your work. In other words, you'll make more money for yourself as well as helping out a great cause. We have PR and marketing partners in place to make sure that we are able to promote this program in a big way. In addition to the national publicity, we'll help you leverage your involvement in the Project to get local press for yourself.

See the Benefits To Artist Sheet for more info.

How do I make money if the money is being raised for a charity?

It's important that this is a win-win for both the artists and the charity. You're not expected to raise money without making some yourself.

It will work very much like a gallery that may represent you. The money raised specifically for this project will be split. You get to keep 50% and the charity gets 50% up to \$1,000. Beyond that, it's all yours.

The idea is to help you sell more work so that giving back part of it is an easy thing for you to do and won't put a financial burden on you. In fact, you should come out ahead and be able to get residual benefits from your involvement.

What impact does my \$1,000 contribution have?

It costs approximately \$500 to send a kid to camp. This includes all expenses for the child (it's totally free for them and their families) and their Big Buddy (an adult volunteer who is carefully matched to each child). So your tax-deductible contribution of \$1,000 will send two kids to camp and literally change their lives in a positive way!

Can I raise more than \$1,000?

Absolutely, but we only require you to commit to raising \$1,000. We're brainstorming ideas to provide extra incentives for those who want to go above and beyond...so stay tuned.



I'm still not sure what I need to do and if I can actually raise enough money. How does that happen exactly?

There are lots of different ways for you to raise the money and we will help you each step of the way to make it as easy as possible. Remember, this is intended to be a win-win for you and the charity.

Some of the ways you can sell more work and raise the money:

Online Auctions – You can contribute work to our online art auctions. Any work that is sold is split between you and the charity.

Comfort Zone Camp Gala Silent Auctions – You can contribute work to one of the gala events sponsored by CZC. Again, you can split the proceeds of what is raised with the charity.

Art Openings – You can host an art opening, by yourself, or in conjunction with other artists. By following our step-by-step process, you will see increased sales by promoting your affiliation with The 1,000 Strong Project.

Night of 1,000 Artists – This event, to be held in the fall, will highlight art openings all over the country by participating artists. A national and local PR campaign will drive awareness and increased visibility to your event.

Art Products – Some of your art images may be selected for special sale items for the project. Prints, note cards, art cards, bookmarks and art booklets featuring your art (as well as other artists) will be sold. Again, the proceeds can be split between you and the charity.

The above is just a sampling of the many ways we can help drive more business to you and ultimately help the kids being served by CZC as well. You can pick and choose which ways will work best for you. Regardless of how you participate, we'll provide simple guidelines and instructions to make you more successful.

Of course, part of making any event more successful is how it is marketed. So we will provide templates and ideas to help you promote using social media, as well as other more traditional marketing methods.

What other support will you provide to help me reach my goal?

The support will come in many ways. Our goal is to build a network of artists and to share best practices and ideas and learn from each other. We also have other partners coming to the table to share their expertise. So in many ways, you will make great connections and learn from the best of the best. That alone will make you a more successful artist.

Specifically, we will have bi-monthly support calls. In these calls, we'll have artists and experts share information, as well as answer any questions you might have. In addition, we'll want to learn from your insights as well. It will be a very collaborative process to share information that will help us all grow and learn.

Besides the regular support calls, we will provide guidelines, ideas and tip sheets for all the different ways you can sell more art and make a difference for Comfort Zone Camp.

We will also support you through the online art auctions and social media campaigns to draw traffic and sales. In addition, you will be on our website and have the oppor-



tunity to be one of our weekly featured artists. And once again, we will provide you with templates to leverage your exposure to get more publicity for yourself (as well as the cause).

Are you looking for specific kinds of artists?

We are looking for all types of visual artists using all types of mediums. This includes painters, sculptors, photographers and more. It doesn't matter if you have gallery representation or not. It doesn't matter if you sell your work for hundreds or thousands of dollars. We are looking for a wide diversity of artists at all different levels.

Is there a cost involved?

No, at this point it is FREE to be a part of The 1,000 Strong Project. All we ask for is that you commit to raising the minimum pledge amount and we'll guide you in the ways to make that as easy as possible.

How do I get to be part of this?

Simply complete the Artist Application and send in the required digital images of your work. You'll be notified within 10 days of receipt of your application if you are accepted into the Project.

Is there a cut-off for getting in the Application?

May 31, 2010 is the official cut-off date but the sooner the better. You'll start receiving information right away that will help you in your art business so there is no reason to wait. Plus, you want to make sure you "get in" or you may miss out on this tremendous opportunity.

Can I get other artists involved?

By all means, spread the word. In fact, we expect to get most of our artists by word-of-mouth from their fellow artist friends. So your referrals are enthusiastically welcomed and appreciated! The more artists that we can get the information to and get involved in the project, the better. Simply have the other artists contact us, send us their contact information or share the info packet with them.

What if I can't commit to \$1,000 but I'm willing to contribute?

We welcome anything you can do to help this great project. While you wouldn't be "officially" a member of The 1,000 Strong Project group of artists, your contribution would be welcomed and appreciated.

What if I commit to \$1,000 and fall short?

We ask for your commitment and your word to do all that you can to help us hit this goal. Obviously, things may happen outside of your control that impact your ability to follow through with your pledge. If that happens, we'll work with you and accept whatever you're able to do. We simply ask that you notify us as soon as possible so that we can bring in another artist to fill your spot, no matter when that might be during the course of the year.

Are there other ways to help?

You bet! Obviously, this is a big undertaking and we will be gathering an army of artists and art enthusiasts alike to make it a huge success. We will launch some social media campaigns to get the word out and build some interest and traction. And so we can use help with that. There are also other volunteer opportunities if you're interested. Just let us know by contacting us or filling out the Volunteer Application and we'll gladly welcome any assistance you can provide.



Artist Application

Thank you for wanting to be part of **The 1,000 Strong Project**.
Please fill out the application below to be considered:

Name: _____

Address: _____

Email: _____

Phone: _____

Website: _____

Blog: _____

Which social media do you currently use to promote your art?

- Facebook
- Twitter
- YouTube
- LinkedIn
- Blog
- Other _____

If you do not use social media now, would you like to learn how to use it strategically to market your art? Yes No

Check one: Full-time artist Part-time artist

If you are not a full-time artist, what is/are your other job(s)? _____

Approximate revenue from art sales annually \$ _____

Medium: _____ Retail Price Range: _____

Please list any special training, workshop or education you have recieved related to art.

Please list any art-related associations or groups in which you are or have been a member, including dates of involvement.

Please list any awards you have received for your art.



Please list the different ways you sell your art now (i.e. gallery representation, personal art shows, outdoor art festivals, website, etc.)

Do you currently have products (i.e. art notecards, books, giclees, prints, etc.) created from your art? Yes No If yes, list products available.

If no, would you like to build your product inventory through your involvement in The 1000 Strong Project? Yes No

Please share any other information that you feel is relevant to your consideration as a participating artist (In addition, you may attach any accompanying documents that are relevant for review.)

Please submit 3 digital images of your work that is representative of your art along with your application.

	Name	Medium	Size	Price
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____

There are many volunteer needs of the project in addition to being a contributing artist. Would you be interested in volunteering? Yes No

Thank you for your interest in The 1000 Strong Project!

Please send completed application to:
Will Turner, 4500 Newport Drive, Richmond, VA 23227
or e-mail to Will@The1000StrongProject.com
or fax to 804.726.5060