

PRESENTED BY
ARIZONA COMMISSION ON THE
ARTS

WITH

Rae Ellis

CONTRIBUTE
YOUR
TALENTS
TO THE
CAUSE

Take your live stream
from free to fundraiser

**TUES. JUNE 30TH @
5PM AZ | 6PM MST**



REGISTER NOW:

bit.ly/AZArtsRegister



Hi, I'm Rae

MUSICIAN

Since 2015, professional
gigging musician
throughout AZ as Rae Lydia

Released 4 song EP 'Gravitas'
Feb 2016

Released 'Dead Inside'
Halloween 2019

'Dead Inside' Music Video
Received People's Choice
Award at Indie Film Fest in
Phoenix 2019

Performed at Sidepony Music
Festival 2018 & 2019

Changed musician name to
Rae Not Lydia in Feb 2020

RaeNotLydia.com
me@raenotlydia.com
Instagram: [@raenotlydia](https://www.instagram.com/raenotlydia)
Facebook: [@raenotlydia](https://www.facebook.com/raenotlydia)

COMMUNITY ACTIVIST

Ran 'Warm Hearts' warm
clothing drive annually in
Flagstaff, AZ from 2011-2014

Organized and participated
in free food distribution
collaborations in 2015, 2016,
2018

Volunteered with Shot in the
Dark AZ to provide harm
reduction resources to the
Phoenix Valley 2019-2020

Currently sewing masks and
distributing to homeless
populations

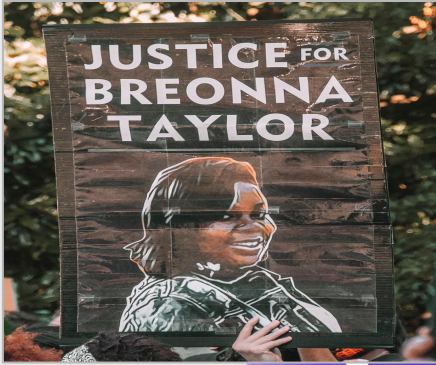
[Spotify](https://open.spotify.com/artist/raenotlydia)
[iTunes](https://www.apple.com/itunes/artist/raenotlydia)
[YouTube](https://www.youtube.com/channel/UCraenotlydia)
[Bandcamp](https://www.bandcamp.com/artist/raenotlydia)



Before We Begin:

➤ Resources:

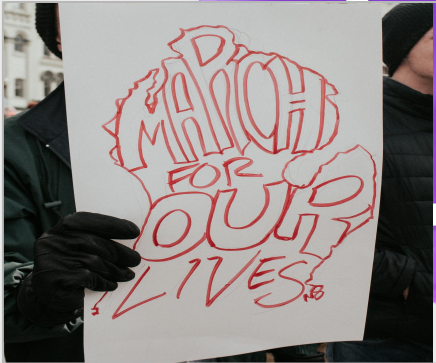
- AZ Specific - AZArts.gov and azarts.gov/news/covid-19/
- National - splice.com/blog/covid-19-resources-for-musicians/



1. LISTEN

Your voice is powerful, and that comes with a responsibility to get it right. That means knowing when to just listen.

If you're going to be a message amplifier, make sure you are actively and continuously hearing the message loud and clear before relaying it to others.



2. Your Voice is Powerful!

Don't underestimate how your voice can impact your community, Carry that energy with you when interacting with family, friends and potential clients. You don't have to be a celebrity to champion your cause publicly.

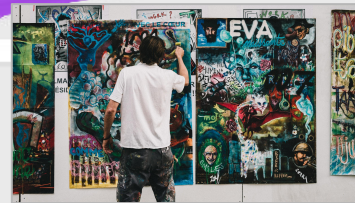
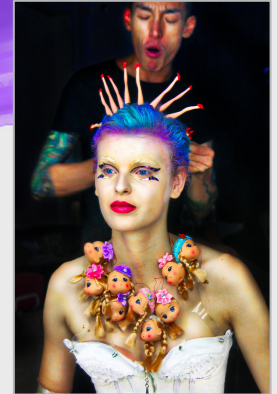
Group Discussion:

Why are artists, their art, and politics often so closely tied?



3. Recognize Your Talents

Look at yourself the way your best friend would. What can you contribute? This can be something you do professionally or out of enjoyment of the practice.





“

"Art has its own power in the world, and is as much a force in the power play of global politics today as it once was in the arena of cold war politics."

~ Boris Groys, Art Critic



Take Your Art to Virtual Land

If you can do it in front of a camera, you can live stream!





Music Streaming for Donations

Distrokid

DistroKid just made it super easy for artists to automatically donate a portion of royalties to Black social justice organizations.

Spotify

Just like artists can select any piece of music to highlight on their profile as an Artist's Pick, they can now highlight a fundraising destination (in addition to their Artist's Pick)

YouTube

Right now, there are two ways for artist channels to participate in a YouTube Giving campaign. The first option is for artist channels that are enabled for monetization and have more than 100k subscribers based in the US, Canada, or UK. YouTube is providing beta access that will allow some channels with less than 100,000 subscribers to join existing fundraisers.

Bandcamp

Moving forward, the company plans to waive its commission fee again on July 3rd. Several more prominent artists are donating any money they make those days to charity.

Updating My Distrokid

Easy as one two three, just needed the email addresses of the organizations receiving money and my Distrokid login.

Dead Inside

CANCEL

REVIEW CHANGES

Add anyone. You'll have a chance to review before changes are finalized

Dead Inside		Track 1
Revenue share	Collaborator	
0% ▼	Rachel Ellis	
50% ▼	development@naacpldf.org ▼ -	
50% ▼	info@colorofchange.org ▼ -	

Video Streaming for Donations

1

Gather your streaming setup

You'll need at minimum a camera, microphone, a stable internet connection, (sometimes a video broadcast software like OBS) and your normal artist setup

2

Choose your platform(s)

Think Twitch, Discord, YouTube and YouTube Live, Facebook, Instagram, Twitter, or Patreon. Find your audience

3

Prepare your audience

Post about your upcoming event as soon as you possibly can, at least once a day every day until the event

Gather Your Streaming Setup

You can use your
cellphone in a pinch,
just remember to
use landscape view!

Must Haves:

Without a doubt,
you'll need at
least a:

- Microphone
- Camera
- Stable internet connection (ethernet cable helps)
- Your artist setup

Step it Up:

Using a **video broadcast software** from your laptop is going to give you more versatility and control over your streams

With a free software like OBS Studio, you can even record your streams to upload later

Expert Tips:

Good lighting is going to be key to having a good quality stream, and having a good quality stream not only attracts visitors but retains them, leading to more opportunity to raise funds for your cause

A large, vibrant green brushstroke graphic that sweeps across the top and left side of the slide, framing the title.

Choose Your Platform(s)

This is really more about choosing your audience and where they tend to hang out online, but also has to do with any limitations your streaming setup may have.

An incomplete list of live streaming platforms follows:

- Restream.io (can stream to Twitch, Facebook and YouTube simultaneously)
- Discord (can integrate with YouTube, Patreon and Twitch)
- Twitch, Facebook Live, Instagram Live, YouTube Live, Periscope (Twitter), Patreon, and more all are individual platforms.

Prepare Your Audience

Remember to use hashtags! #



Social Media is the key to reaching your audience and engaging them with your fundraising event.



Use schedulers like **Later** and **Hootsuite** to schedule posts and save time.



Post once a day to every other day to Facebook, but post at least once a day to Instagram and Twitter. Time of day to post also varies.



Unsure of what to say?

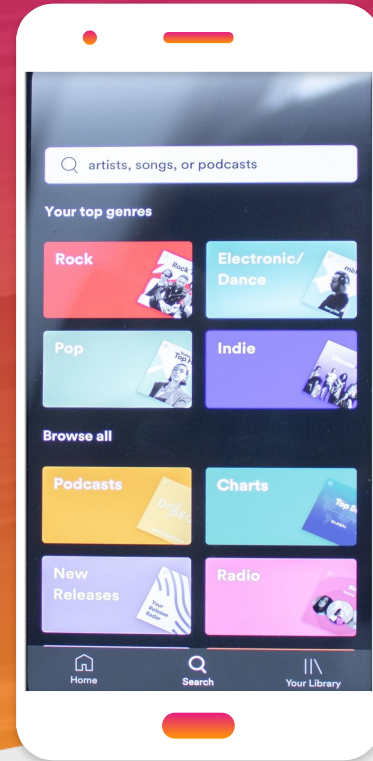
1. Tell them what you're going to tell them
2. Tell them
3. Tell them what you told them

Don't Discount Mobile Users

- Up to 70% of web traffic happens on a mobile device (CIODive, 2018)
- 55% of social media engagement is on a mobile device (UKWebHost, 2020)

Group Discussion:

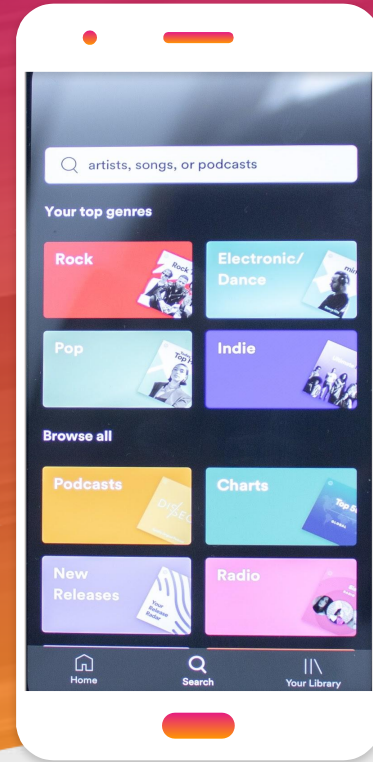
Why is this info important?



What Does This Mean?

Your audience will probably have a short attention span.

Keep the most important info at the top of your posts, and keep your call to action simple and easy, with links front and center.





Links You May Have Missed

➤ Resources:

- Spotify Artist's Pick -
<https://artists.spotify.com/blog/introducing-artist-fundraising-pick>
- Twitch Fundraising - <https://www.justgiving.com/> and <https://tiltify.com/>
- Distrokid - <https://distrokid.com/artistsforchange>
- YouTube Giving -
<https://quarterlab.com/youtube-giving-fundraising-on-youtube/>
- OBS Software Free Download - <https://obsproject.com/>
- Discord Streamkit - <https://discord.com/new/streamkit>
- Restream.io - <https://restream.io/multistreaming>
- Later and Hootsuite - <https://later.com/> and <https://hootsuite.com/>



4. Don't Let the Bankers Get You Down

Life is tough, especially right now, especially for those discarded by our government and targeted by our law enforcement. In all of this, it's more important than ever to continue making art, not only to process for ourselves, but to be a bright light to those in shadow who need art to heal.





THANKS!

Any questions?

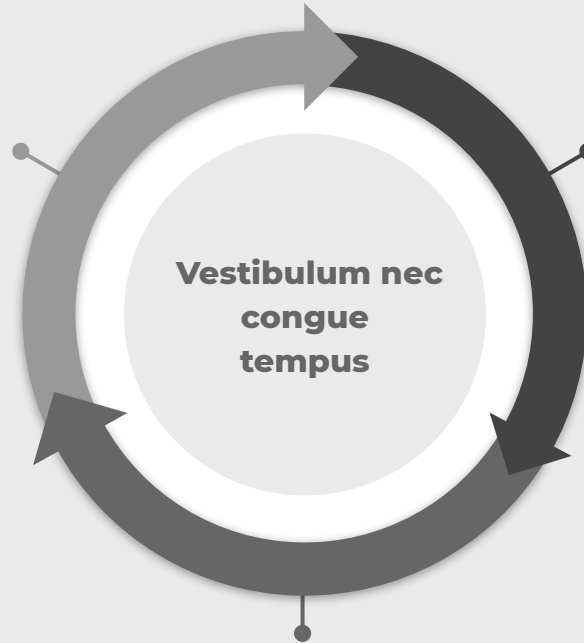
You can find me at **@raenotlydia** &
me@raenotlydia.com

WANT BIG IMPACT? USE BIG IMAGE.




USE DIAGRAMS TO EXPLAIN YOUR IDEAS

LOREM 3
Vestibulum nec congue
tempus lorem ipsum



LOREM 1
Vestibulum nec congue
tempus lorem ipsum

LOREM 2
Vestibulum nec congue
tempus lorem ipsum



AND TABLES TO COMPARE DATA

	A	B	C
Yellow	10	20	7
Blue	30	15	10
Orange	5	24	16

MAPS



A large, vibrant green brushstroke graphic with a white border, serving as a background for the text. The brushstroke is thick and has a textured, painterly appearance, extending across most of the slide's width and height.

89,526,124

Whoa! That's a big number, aren't you proud?

89,526,124\$

That's a lot of money

185,244 users

And a lot of users

100%

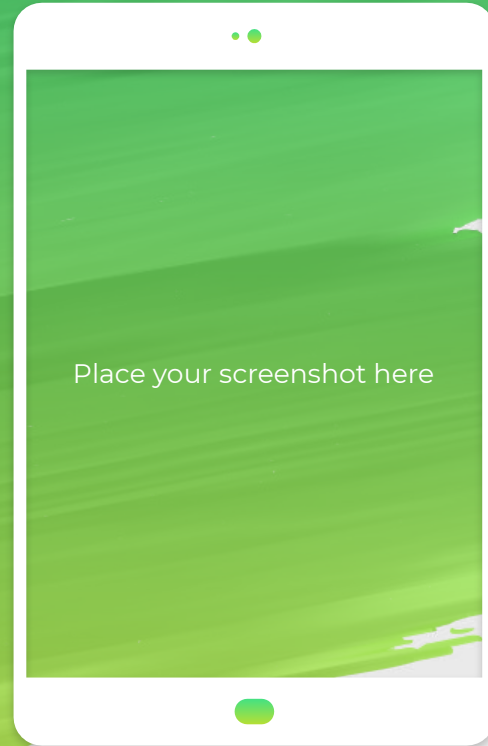
Total success!

You can insert graphs from [Google Sheets](#)



TABLET PROJECT

Show and explain your web, app or software projects using these gadget templates.



DESKTOP PROJECT

Show and explain your web, app or software projects using these gadget templates.



Place your screenshot here



CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)



**PRESENTATION
DESIGN**

This presentation uses the following typographies:

- Titles: Montserrat Extrabold
- Body copy: Montserrat Light

You can download the fonts on this page:

<https://www.fontsquirrel.com/fonts/montserrat>

You don't need to keep this slide in your presentation. It's only here to serve you as a design guide if you need to create new slides or download the fonts to edit the presentation in PowerPoint®

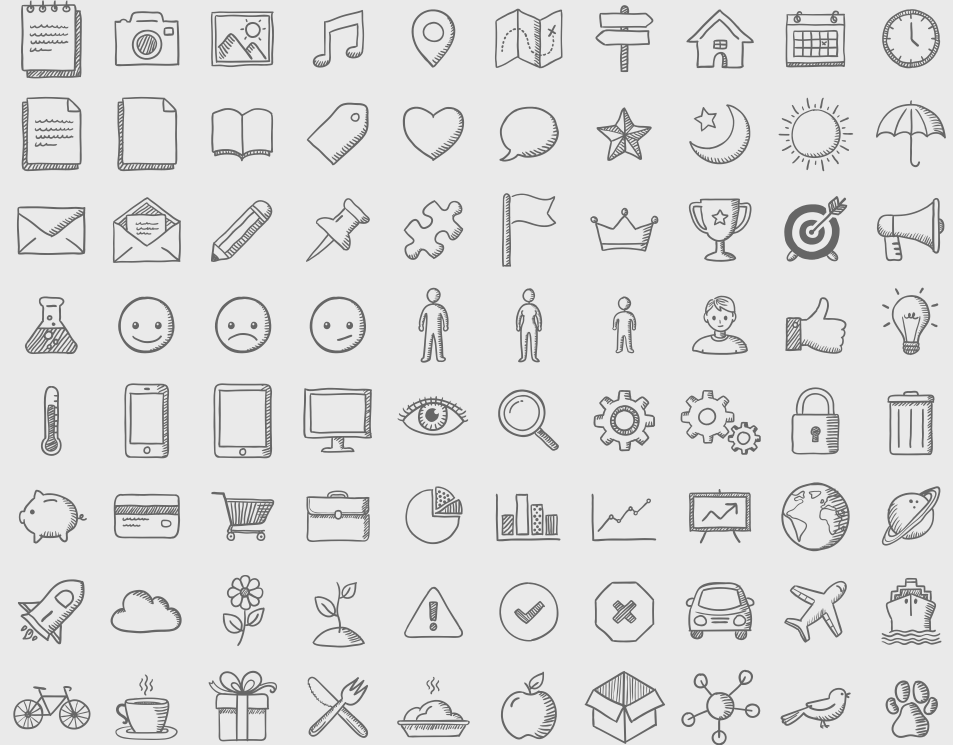
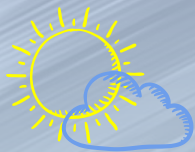
SlidesCarnival icons are editable shapes.

This means that you can:

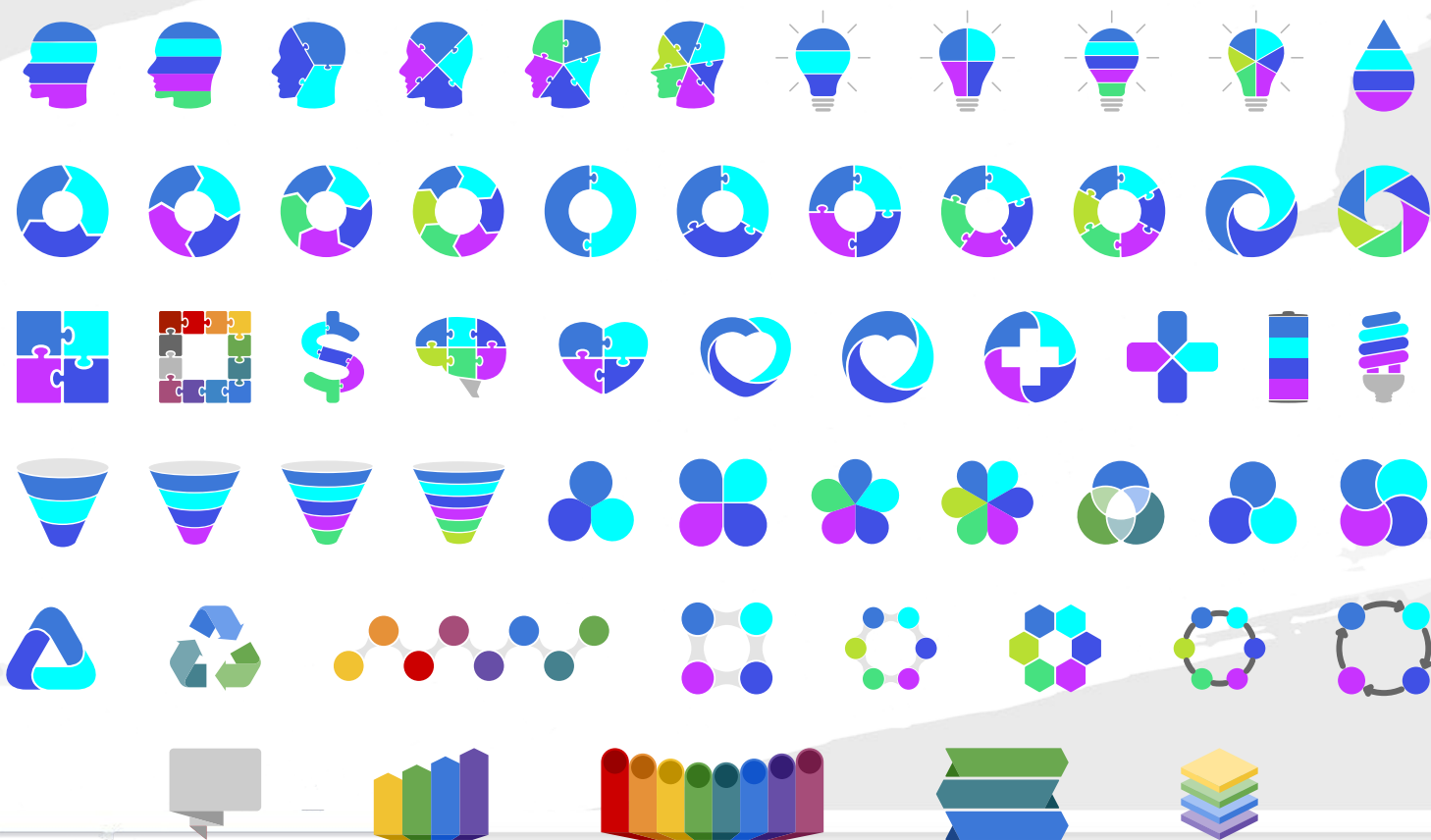
- Resize them without losing quality.
- Change fill color and opacity.
- Change line color, width and style.

Isn't that nice? :)

Example:



Diagrams and infographics



Now you can use any emoji as an icon!

And of course it resizes without losing quality and you can change the color.

How? Follow Google instructions

<https://twitter.com/googledocs/status/730087240156643328>



and many more...

Slides Carnival

Free templates for all your presentation needs



For PowerPoint and
Google Slides



100% free for personal
or commercial use



Ready to use,
professional and
customizable



Blow your audience
away with attractive
visuals