

How to Organize an Art Exhibit

The Girls Gotta Run Foundation welcomes and encourages others to organize art exhibits to help us raise money. Although we love shoe art, it uniquely captures our goal, and we think it is fun, feel free to do any kind of art exhibit that motivates and inspires you.

We would love to help everyone everywhere do this. However, GGRF has no paid staff. We are a volunteer organization comprised of Board members, informal advisors and supporters, paid members, and donating artists. We will help any group in any way we can. If you are not in the Washington, D.C., area, that help will of necessity be mainly advisory. If we have donating GGRF artists in your area, we will be happy to ask them to help you.

Virtually all of the money we collect is designated for shoes. Our operating policy is to get all other expenses, including event expenses, donated by appropriate people or organizations. Rarely we will spend a minor amount of money on local exhibitions or events, but mainly for good will purposes. And it is a very last resort.

If you are interested in mounting your own art exhibit to raise funds for GGRF, here are steps you can take. Anybody can do it, from professional artists to schoolchildren. It's simple and fun.

Consider these guidelines, but be creative. And if you have questions, please email us.

1. Get a group of interested, committed people together to help you. One way to motivate people is to download copies of Emily Wax's article from the GGRF website and ask them to read it. You can also download a copy of our homepage, which has information about Girls Gotta Run, as well as a copy of our first Annual Report, if you want to give people more information about our organization. You can also print out copies of photos of Ethiopian girls, along with their stories, if you click on "The Girls of Ethiopia" on the right hand side of the home page.
2. Set dates for the show and a date and time for a reception. Give yourself plenty of time. We believe art exhibits should be fun, not stressful.
3. Find someone to donate a space with good vibes.
4. Decide when works of art should be due. Create a "Call for Artists" and an Entry Form. You can model these after ours, but do your own thing. Send out the "Call" through local channels, by email, hand it out to artists you know, leave copies in places where artists congregate. Make sure you have a space on the entry form where artists can indicate what percent of the sales of their art they are donating to GGRF, Inc. It must be at least 50%. Make sure the

form contains information about when and where to drop off their work and when and where to collect unsold work after the exhibit is over. If you need advice on these forms, let us know.

5. Send a copy of any paperwork you distribute/disseminate to us. For legal reasons, on any paperwork you use, you should say you are organizing the exhibit/sale to raise funds FOR the Girls Gotta Run Foundation, Inc., not AS GGRF, Inc. Thank you. If you have any questions about your forms, we will be happy to preview them for you.

6. For the reception, get people to donate refreshments. Line up any speakers you want for your program, if you have one.

7. Invite people to the exhibit and the reception. Send out email and/or snail mail invitations and try to get something in the local paper and other media. Do this a few weeks in advance.

8. Have someone be available to collect work when it is dropped off.

9. Hang the exhibition and accompanying information cards. Designate someone to keep track of sales and collect money.

10. HAVE FUN at the reception!

11. Send GGRF the money.

12. Take down the exhibit, disburse the art to the buyers and have artists pick up any unsold art.