

Space is limited – Please register by April 25th!

The 2013 Facing Pages Statewide Convening
What We Do for Love: Your Place in the Literary Landscape

Thursday, May 16th 10-6 and Friday, 17th 9-5, 2013
Queens Council on the Arts / 37-11 35th Avenue / Astoria, NY 11101

Join colleagues from around the State in New York City as we explore ways to strengthen board engagement and raise the funds we need to succeed. In addition to providing an opportunity to gather together as a field and share information and skills to advance our literary organizations, the 2013 Convening will feature sessions to help you activate your boards - with board members most welcome to attend!

Registration is FREE.

Travel stipends of up to \$200 available for those traveling in from out of town.*

REGISTRATION FORM – Please return this page

Please provide the following information for each person registering:

Name _____ Title _____

Organization _____

Address _____ City/State/Zip _____

Phone _____ Email _____

Please indicate if you are: A Board Member A Staff Member A Writer/Teaching Artist

Representing: A Literary Presenting Organization A Literary Publisher A Service Organization

Other _____

*Travel Assistance: LitTAP is highly committed to maximizing broad participation from the field. A limited number of travel stipends of up to \$200 are available for those traveling more than 60 miles to attend and may be used toward mileage, train, flight or overnight hotel. First come, first served basis.

Please check if you are requesting a Travel Stipend. Indicate amount below

TOTAL EST. TRAVEL COSTS: \$ _____ AMT REQUESTED FROM LITTAP up to \$200: \$ _____

Please email, fax or mail completed registration forms to:

LitTAP c/o Just Buffalo Literary Center, 617 Main St., Suite 202A, Buffalo, NY 14203
FAX to: (716) 270.0184 Email to: submissions@justbuffalo.org Phone: (716) 832.5400
Questions: Laurie Dean Torrell, Ldeant@justbuffalo.org or (716) 861.9985

Facing Pages – A Statewide Literary Convening

What We Do for Love: Your Place in the Literary Landscape

Thursday, May 16th and Friday, May 17th, 2013

Queens Council on the Arts / 37-11 35th Avenue / Astoria, NY 11101
(entrance on 37th street next to Starbucks)

AGENDA

Thursday, May 16, 2013

Registration: 10-4

9:30-10:30 **Coffee, Tea and Meet & Greet**

10:30 **Poem:**
Bertha Rogers, Founding Executive Director, Bright Hill Press & Literary Center

10:35 **Welcome & Housekeeping:**

Hoong Yee Lee Krakauer, Executive Director, Queens Council on the Arts
Kathleen Masterson, Literature Program Director, New York State Council on the Arts

10:45-11 **What We Do for Love: Joining the Board of a Literary Organization**
Harold Augenbraum, Executive Director, National Book Foundation

11-1 **Session-I: Greg Cohen**, Senior Associate, Cause Effective

Why Are We Here?

In building an effective literary board, we recruit board members who support our ideals, represent the diverse communities we serve and offer our organizations a wide range of skills. How do we identify, recruit and keep these people engaged with our work? What is their role and major responsibilities? How are these distinct from that of executive staff?

Q&A

1-2:30 **Lunch**

2:30-4:30 **The Board's Role in Resource Development:**

Reports from the Field
Break-out Sessions

4:30-6 **Reception & Reading**

Friday, May 17, 2013

9-10 **Coffee & Registration**

10 **Poem:**
Jen Benka, Executive Director, The Academy of American Poets

10:05-10:30 **Welcome**

10:30-12:30 **Session-II: Kim Hawkins**

**Raising the Funds You Need to Succeed:
What Every Organization Wants (Needs) to Know**

- Identifying and Cultivating Donors
- Major Gifts
- The “Ask”
- Board Member Roles in Fundraising
- Showing Gratitude

Q & A

Reports from the Field

12:30-12:45 **What We Do for Love: Writer Testimony**
Alexis DeVeaux & Kathy Engel, Co-founders, Lyrical Democracies

12:45-2:30 **Lunch**
Toi Derricotte & Cornelius Eady, Cave Canem Co-founders, in conversation with
Alison Meyers, Executive Director, Cave Canem Foundation

2:30-4:00 **Session-III: Amadie Hart**
Online Campaign Clinic: What Makes A Good Campaign?

Presentation followed by clinic/critique session of examples pre-submitted by convening attendees (details to follow).

4-5 **Making the Case for Literature**
Jen Benka, Executive Director, The Academy of American Poets

Concluding Remarks

Facing Pages Scrapbook ... We want to see your picture here next year!



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