



## HOW-TO GUIDE


Create your own public art campaign in 8 steps:

 Step 1:  
Choose your platform


Make sure it is something you and your students are passionate about.

 Step 2:  
Make it specific

What are the needs of your students THIS YEAR? Is this campaign addressing those needs/issues?

 Step 3:  
Find the artistic angle

How can you use your skills as an artist/art teacher to create a campaign?

 Step 4:  
Get it approved

Administration has to be passionate about it too.

 Step 5:  
Find funding

Write a grant to your local education foundations. Fundraise online. Consider ways the students can help.

## Step 6: Get staff buy-in

If they aren't invested, the kids won't be either. Make their role as easy as possible.

## Step 7: Involve the community

Have a grand opening, share on social media, use volunteers when needed.

## Step 8: Dream BIG

Make this campaign your own! Have an impact, and have fun.

Visit [whyyoumatter.org](http://whyyoumatter.org) to collaborate with other educators, and send your campaign stories to us at [whyyoumatter@gmail.com](mailto:whyyoumatter@gmail.com). We would love to hear from you!