

You will be the curator on the ground, build a support team in your local area. You will also need to deal with press/local PR.

TAE will help you with:

- 1) We will work with you to issue and publicize the Call for Artists, requesting handmade original postcard-sized art from participating artists.
- 2) Help you with any issues that arise via Skype meetings etc. Each person on the board has curated a TAE on the ground and can share our experience/advice.
- 3) Attend the opening
- 4) Social media support
- 5) You will get a network of artists from all over the world.
- 6) Raise funds and support a charity YOU feel strongly for in your local community. The charity you select will need to be approved by the board, but you will select the options.

***Note:** Find a charity that can utilize the massive social media support, and hopefully answer participants in tweets, instagram etc.

TAE TIMELINE

7-8 Months (Aug-Sept):

CHARITY:

- Find a local charity/non-profit:
If you are a charity without an organizer (or an organizer without a charity), please keep in mind that TAE does not have the capacity to connect you with resources at your local level. An organizer and a charity must come together locally, then bring us a "packaged" proposal, outlining how they will host their #TwitterArtExhibit.
- Verify that they are a legal nonprofit entity in their country (must have financial records available online, proper website, etc.)
- Charity MUST handle all sales, not TAE or Gallery

EXHIBITION:

- Find a gallery space or suitable exhibition space
- Submit an exhibition proposal or find a pop-up space
- Gallery CANNOT have any cut of the sales - 100% goes to charity
- Gallery can help with mailing lists
- Insurance if needed

6-7 Months (Sept-Oct):

- Volunteers - group of support system
- Partnership / Fundraising: art materials for installation/ posters/ marketing materials
- Catering or finger foods/drinks
- Where will the artwork mailed to? Process incoming mail. Mailbox, charity or gallery

6 Months (Oct):

- Press Release
- Explore possibility of online sales to see if the charity has the facilities to do so.

4 Months (Nov):

- Call for Artists
- Registration Form
- Sort out Logistics/Details: number system

5 Weeks:

- Shut down registration prior to sale

3 Weeks:

- All cards to be exhibited must be received into the curator 3 weeks prior to sale

3 Days:

- Installation, post in-progress pics

Exhibition:

- Run time: minimum 2 weeks
- Post pics/videos
- Answer artists about sales via social media if card sold or not

Post Exhibition:

- Cleanup, sales tally, follow-up with questions from artists, post charity updates