

The Iowa Department of Cultural Affairs has launched a new marketing effort to help Iowa's arts and culture sector collectively re-imagine its future and safely re-engage audiences in arts and cultural experiences.

The marketing effort includes a new grant opportunity and promotional campaign toolkit:

– **The Iowa Arts & Culture Marketing Grant** focuses on efforts to promote the safe return of arts and culture experiences for Iowans and may include marketing expenses tied to re-opening. **Awards will range from \$1,500 to \$20,000** and can be transformative for communities and arts and culture organizations looking to increase their visibility, welcome back visitors, and attract new audiences through creative marketing and advertising strategies. **Deadline: Oct. 11 at noon.**

– Based on the input and ideas of Iowa arts and culture leaders, we're pleased to share the **RE-IMAGINE, RE-ENGAGE and RECONNECT** campaign toolkit. Arts and cultural organizations and communities across the state are invited to **join the campaign by sharing print, digital and social media marketing materials within their networks.**

The campaign toolkit includes:

- Images for websites, digital newsletters, social media & email signatures
- Sample posts & tweets for social media
- Co-branded advertising templates
- Email template
- Press release template
- Key messages

Remember to tag us, so we can retweet and share your posts for greater visibility

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[TOOLKIT](#)

Humanities Project Grants

Humanities Project Grants offer support for public humanities projects that **encourage contemplation, spark conversation and engage the community**. Eligible projects will involve and benefit diverse groups of Iowans through educational programming that explores the human experience. Funding for the Humanities Project Grant is made possible by an appropriation from the **National Endowment for the Humanities**, a federal agency, to the Iowa Department of Cultural Affairs. **Deadline: Nov. 1.**



[Drop in on virtual office hours via Zoom](#) at 11 a.m. on Oct. 13, 20 and 27 to ask program staff questions.

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Annals of Iowa Artist Talk: Molly Wood



REGISTER

"The Poison Garden"

Oct. 28, noon-1 p.m.

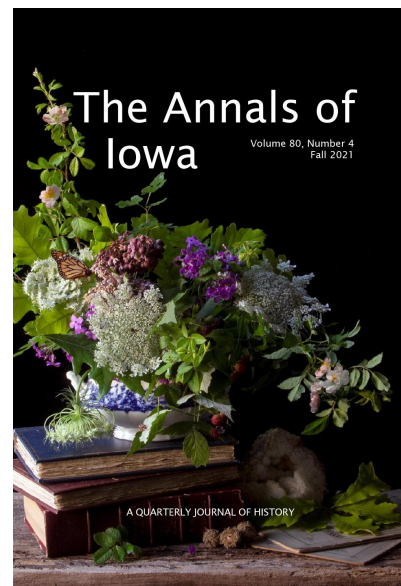
Join **Molly Wood**, a Des Moines-based photographer and artist featured on the cover of 175th Anniversary Issue of The Annals of Iowa (pictured below), as she **discusses her botanical photographs** that serve as metaphors for the natural cycles of life, death, and rebirth, as well as the duality of experiences in life that can be part healing and part toxic.

Get the Special Edition

The October 2021 edition of the State Historical Society of Iowa's flagship journal, **The Annals of Iowa**, celebrates Iowa's 175th year of statehood with a mix of historical essays and **beautiful artwork by 17 artists from across the state**. Order your copy – or subscribe – at iowaculture.gov.

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WATCH THE VIDEO



Grantee Spotlight: Louise Kames



Artist Louise Kames noticed something unusual during one of her walks along the Mississippi River, near her home in Dubuque – **little piles of sticks**, placed just so along the road. She learned they were **the handiwork of a sister who was slipping into dementia**, who gathered the sticks to tidy the landscape and calm her mind. See how that discovery led the 2021 Iowa Artist Fellow into a project involving photography, printing, sheer fabric veils and a prayerbook.

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2021 Iowa Artist Fellow Louise Kames.



State and Federal Resources

Strengthening Communities Grant

Strengthening Communities grants provide support to organizations committed to strengthening communities through youth development, healthy living, and social responsibility for costs associated with the renovation and maintenance of facility infrastructure at facilities located in cities with a population of less than 28,000 as determined by the 2010 federal decennial census. **Applications open Monday, Oct. 11. Deadline: Nov. 22.**



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Rural Funding Opportunities

The Iowa Economic Development Authority has announced four, new competitive funding opportunities, through the Governor's Empower Rural Iowa Initiative, available for Iowa communities with a population under 20,000. The Rural Return Program encourages innovative ideas and creative programming that can attract new residents, while Rural Innovation Grants can be used for planning and project activities that develop local and cultural assets. **Deadline: December 1, 2021.**



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NEA Creative Forces Grants

Creative Forces is an **National Endowment for the Arts** initiative, in partnership with the **Departments of Defense and Veterans Affairs**, which seeks to improve the health, well-being, and quality of life for military service members and veterans exposed to trauma, as well as their families and caregivers.



Creative Forces Community Engagement Project Grants will require at least one partner with a history of creative or artistic programming. Partnerships among arts organizations and veteran and military service organizations are highly encouraged. **Funding awards of up to \$50,000** will support projects beginning on or after July 1, 2022. **Deadline: Dec. 15.**

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Engaging the Arts to Build Vaccine Confidence

The CDC Foundation seeks applications from arts and culture organizations interested in improving vaccine confidence and acceptance in communities with low COVID vaccination rates. The **CDC Foundation will provide grants up to \$75,000 each to an estimated 30 organizations** that have a proven track record of successfully creating impactful, educational work. **Deadline: Oct. 14.**

