



Theatre
Communications
Group

FOR IMMEDIATE RELEASE

January 31, 2018

CONTACTS:

Gus Schulenburg | gschulenburg@tcg.org | 212-609-5941

***American Theatre* Magazine and Theatre Communications Group Announce Fundraising-Themed February Issue**

New York, NY – *American Theatre* magazine, published by Theatre Communications Group (TCG), is proud to announce the publication of its February 2018 fundraising-themed issue. Called **Developing Stories: Fundraising for Theatre**, the issue features in-depth articles on philanthropic trends, including an urgent analysis of the impact of the new tax laws affecting charitable giving. Through how-to articles and interviews with a diverse set of fundraising professionals, the issue provides a comprehensive look at an essential--but often underreported--aspect of theatre production.

“Through our fiscal research, we know that many theatres have weathered the recession and thrived in spite of shifting audience trends through the increasing support of individuals,” says Teresa Eyring, executive director, TCG. “With policy changes at the federal level threatening those hard-won gains, we believe this issue will serve as both a valuable resource and call-to-action for all fundraisers and theatre lovers.”

“At *American Theatre*, we try to cover all sides of the field, from what’s onstage to how it gets there,” said Rob Weinert-Kendt, the magazine’s editor-in-chief. “One area we haven’t explored in much depth is the administrative and financial side of the business. In tackling an entire issue on fundraising and development, we found stories as compelling and dramatic as any backstage drama, and smart, engaged sources as committed to the life of the theatre as any of the artists we’ve written about.”

The **Developing Stories: Fundraising for Theatre** includes the following articles::

- **How to Stage a Must-Go Gala:** Dos and don’ts for making your annual fundraising bash rewarding, in all senses.
- **The Donor Class Struggle:** As funding for the arts shifts inexorably from corporations to individuals, can theatres maintain their edge?
- **The Big Ask:** Artistic directors are increasingly involved in fundraising. Is that now officially part of the job description?
- **Everybody’s Asking:** Will the new tax law threaten charitable giving? We can’t afford to wait to find out.

Read the rest of the articles here:

<http://www.americantheatre.org/category/special-section/developing-stories-fundraising-for-the-theatre/>.

***American Theatre* magazine** is published 10 times a year by Theatre Communications Group. As the nation’s essential magazine for professional not-for-profit theatre, *American Theatre* has been providing theatre professionals, students, advocates, and audiences a comprehensive journal for more than 30 years. *American Theatre* is available online, at selected newsstands nationwide or through an Individual Membership in TCG by visiting <http://www.tcg.org/about/membership/individual.cfm> or contacting info@tcg.org. Unlimited exclusive content on *AmericanTheatre.org* is only available through TCG membership. <http://www.americantheatre.org>.

For over 55 years, **Theatre Communications Group** (TCG), the national organization for U.S. theatre, has existed to strengthen, nurture, and promote the professional not-for-profit theatre. TCG’s constituency

has grown from a handful of groundbreaking theatres to over 700 member theatres and affiliate organizations and more than 12,000 individuals nationwide. TCG offers its members networking and knowledge-building opportunities through conferences, events, research, and communications; awards grants, approximately \$2 million per year, to theatre companies and individual artists; advocates on the federal level; and through the Global Theater Initiative, TCG's partnership with the Laboratory for Global Performance and Politics, serves as the U.S. Center of the International Theatre Institute. TCG is North America's largest independent publisher of dramatic literature, with 15 Pulitzer Prizes for Best Play on the TCG booklist. It also publishes the award-winning *American Theatre* magazine and ARTSEARCH®, the essential source for a career in the arts. In all of its endeavors, TCG seeks to increase the organizational efficiency of its Member Theatres, cultivate and celebrate the artistic talent and achievements of the field, and promote a larger public understanding of, and appreciation for, the theatre. www.tcg.org.

###