



Your StreetDraw24

The basics for organising and running your own SD24
draw, exhibition and fundraiser

What is a StreetDraw24?!

An outside 24-hour drawing event followed by an exhibition of donated works sold to raise funds to support organisations working locally with people facing homelessness and to cover SD24 CIC costs.

1. Deciding on Dates

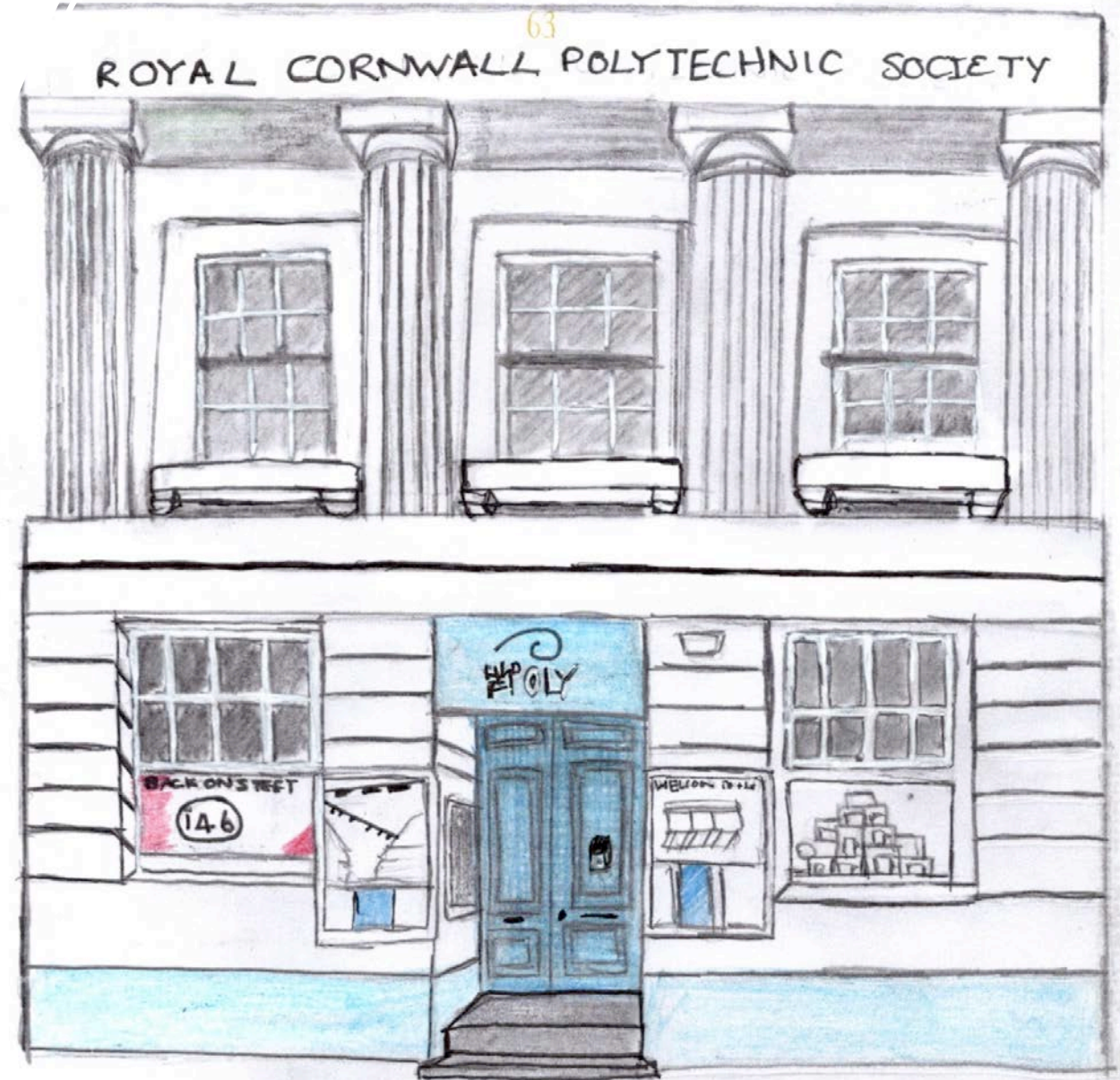
You probably know *where* your draw will happen but before deciding *when*, you need to organise your exhibition venue.

This should be:

- Centrally located
- Free and accessible to enter
- Affordable to hire (or free!)
- Or you can use your own space.

The exhibition length is up to you but once your venue is secured you can decide dates for the 24-hour draw, ideally 2-3 weeks beforehand.

Drawing Yvonne Smith



Yvonne Smith 3/10/2020

2. Connecting with Drawers

As well as your community it's good to work out who else might take part. This may include:

- Home Ed network
- Families
- Community and youth groups
- Arts groups and clubs
- Anyone studying art
- Local artists of all levels
- Customers of art shops and galleries.

Get in touch with them early so these people can help you spread the word.

Photo Alister Heath



3. Support for Your Event

SD24 will support you with your event, but you might also want to consider:

- Funding, although SD24s don't have to be costly, and ideally cover themselves through sales
- Volunteers - particularly for dealing with the donated artwork and exhibition curation and invigilation
- Prizes - art materials are always a winner!
- Judges for prizes, a great way to include lots of different people and communities
- Locations for group draws or artists to lead drawing sessions (both optional).

Photo Alister Heath



You Do

- Organise the 24-hour draw and exhibition including finding venues.
- Publicise it in your area.
- Run the event safely and legally!
- Organise prizes and awarding of prizes.
- Log, scan and curate the artworks and the hang and take down the exhibition.
- Create exhibition POS and signage.
- Sell during the exhibition.
- Ensure all sold artworks are delivered or collected.
- Review the whole experience with us afterwards so we can improve.

We Do

- Support and advise organising and running the draw and exhibition.
- Create and provide branded badges, posters and flyers.
- Provide basic participation packs (you may want to add to these).
- Create a website page for the event on our website and keep it updated.
- Publicise through our social media and mailing list and share your posts
- Liaise on fundraising and awareness raising for homelessness including language and messaging.
- Review the whole experience with you.

4. Your 24-hour Draw

The draw is over 24-hours, outside.

Start and end times are up to you but it's better to start during daylight which is why we often run noon-noon across two days.

You might want to organise group draws, we've had Dawn Draws and an Early Bird draw; a Neurodiverse drawing space in Camborne; Drink and Draws; Walking Tours; an artist-led Park draws for families in Ashburton; our Jewish Cemetery Draw in Falmouth; Night Draws in St Ives, Falmouth and Bodmin!



5. Participation Packs

We avoid sign-ups - they don't guarantee attendance and can put people off.

We offer modest participation packs to be picked up during the draw. They help people feel part of something (especially the badges!) and if picked up from the exhibition venue, can encourage people to donate and participate.

It's also a way to share information on the charity that your draw is supporting and information on your organisation.

We will provide these which you can add to but always communicate that people don't need one to participate!



6. Donated Artworks

When people hand in their work they hand over ownership to us so we can sell it, use it on social media, perhaps include it in a calendar.

Logging this work is incredibly important so we know who created what, so nothing goes astray and to ensure everyone who hands in gets at least one image in the exhibition.

All works then need to be scanned (300dpi) or photographed and labels created for the exhibition.

We have a formatted spreadsheet for logging and guidelines for everything else.



7. Your SD24 Exhibition

The exhibition is a love letter to your town!

Everyone has at least one piece on display - other work can be in folders or racks.

All works are labelled with artist name and social media handle if they have one.

Making everyone's work look beautiful is key.

Represent SD24, your organisation the homelessness organisation's work in the exhibition – awareness raising is important.

Allow proper time for curation.



8. Making (some) Money

All work is sold for the same (low) price as we treat everyone as an artist and because buying art (often for the first time) is part of SD24 too.

We can help you think about pricing - it needs to reflect the economic reality of your town.

If there's enough art you can offer Lucky Dips, a selection of unsold work at a lower price, to ensure all work goes and more people buy.

Money is split 50/50 SD24 and the charity. We'll support you with materials and your costs but may not be able to cover all your outgoings.



9. Prizes, Prizes, Prizes

We love to celebrate the work and encourage people to draw different things through prizes, and connect with other communities by inviting different types of people to be judges.

Past prize categories include: Most Camborne Image; Spirit of Ashburton; People Prize (for drawing people); Frank Pellow Award (whatever Frank chose!); Night Drawing; Best Dog Drawing; Unexpected Falmouth; Jewish Cemetery prize; You get the idea!

Images can be shared with judges digitally in advance so prizes are shown in the exhibition.



9. It's a Wrap!

During the exhibition people can take bought images if they are not on the wall. Exhibited images must be collected, delivered or posted *after* the exhibition. So, its important to have a way to record sales, contact and delivery details - we can help with a simple system.

Other final tasks include; thanking everyone, counting money, updating website with scanned images; donating to the charity.

And there will be a review with us to see how things went and what we have all learned. 🤗



Our Non-Negotiables

Anyone and everyone can take part.

Taking part is free (draw and exhibition).

Everyone's work is of equal value and is priced the same.

Everyone who donates work has at least one piece in the exhibition.

Work once donated is ours!

Funds raised are split 50/50 SD24 and organisations working with people facing homelessness (and approved by SD24).

