



**RUTHERFORD
ARTS
ALLIANCE**

INTEREST GROUP BOOKLET

Welcome, Interest Group Leader!

Thank you for considering a leadership role within one of RAA's Interest Groups. These groups play a vital role in connecting artists with a common creative focus, fostering peer support, collaboration, and a stronger sense of community within RAA. Your leadership helps create a welcoming space where members can exchange ideas, share resources, and work together as passionate Arts Advocates for Rutherford County, TN, and beyond.

This booklet will walk you through the basics of leading an Interest Group and point you to the resources you need to succeed.

Purpose of Interest Groups

RAA's Interest Groups exist to help identify gaps in our local arts community and to create a united front in addressing those needs. These groups encourage collaboration, education, and networking among artists with shared interests, while also supporting the overall mission and goals of RAA.

A full list of existing Interest Groups and their current leadership can be found [here](#).

Interest Group Requirements & Policies

The Interest Group is a part of the Rutherford Arts Alliance 501c3 overall organization and must adhere to the same regulations and oversights of the parent organization. All Bylaws, Policies, and Legal and Financial obligations remain valid and are available to the public at any time.

Meetings

Interest Groups are required to meet at least 4 times per year, either in person or virtually. These meetings provide an opportunity to:

- Explore ways for group members to support each other.
- Discuss how RAA can best support your group's goals and projects.
- Share ideas, resources, and upcoming opportunities.

Workshops, Projects, & Public Events

In addition to regular meetings, you are welcome (and encouraged) to plan workshops, group projects, or public events that serve your members and help raise awareness of your group within the broader community.

If you have an idea for a workshop you'd like to host—or one you'd love to see offered for RAA members—please contact **Gale Stoner, RAA's Workshop Coordinator**, at gale@galestoner.com.

Interest Group Reporting

To keep RAA leadership informed, group leaders are asked to submit a brief update to the RAA board on the third Monday of each month so this information can be included in official board meeting notes. This can also be submitted to Gale Stoner at the above email address.

Blogs

Interest Group leaders are also encouraged to write regular blogs about group activities to be featured in the “Happenings” section of the RAA website. This helps highlight all the creative work happening across the Alliance. Blogs can be submitted to webmaster **Kory Wells** at korywells@gmail.com.

Use of RAA Branding

All Interest Group members should follow **RAA's Use of Logo policy** to ensure consistent and appropriate use of the RAA logo when promoting group activities.

You can find a link to the official RAA logo files in the Appendix of Quick Links at the end of this booklet.

Membership Requirement

To serve as an Interest Group Leader, you must hold an active/paid RAA membership. While membership is not required for all participants in your group, it is strongly encouraged. Feel free to share this link with others; it can be used for new memberships, renewals, and provides an overview of member benefits.

You are welcome and encouraged to share this RAA Information Sheet with anyone who wants to learn more about RAA.

Fundraising & Grants

If an Interest Group wishes to fundraise or apply for grants to support its projects, **the group must first seek approval from the RAA board.** This ensures fundraising efforts and grant applications do not conflict with other RAA events or funding requests.

Funds Available to Interest Groups

The Treasurer and Chair are authorized to write checks and make purchases on behalf of RAA. Any reimbursements must be submitted to the Treasurer along with a completed **reimbursement form** and receipts.

Each Interest Group may request up to **\$100 per year** to cover expenses related to group activities. Any requests for additional funding beyond this amount require board approval.

To submit a request, please email rucoartstn@gmail.com with "Attention: Treasurer" in the subject line.

Endorsements & Messaging

All RAA communications must follow the guiding principle of serving the collective good of all members. While RAA can promote and support individual artists, this must not come at the exclusion of others.

RAA's social media platforms may not be used to endorse or support any specific political candidate or agenda.

This applies to all official Interest Group communications made under the RAA umbrella, including posts, emails, and event materials.

Event Promotion & Resources to Support You

Please note: If an Interest Group wishes to partner with an outside organization for events, projects, or other initiatives, the partnership must be approved by the RAA board in advance to prevent conflicts of interest and ensure alignment with RAA's mission.

Event Submission Form

RAA members can use [this form](#) to submit events for possible inclusion in our newsletter, website, and social media platforms. All submissions are subject to approval.

Social Media Guidelines

- [RAA Facebook Page](#): This page is dedicated to sharing official RAA-sponsored information and activities. Only RAA administrators can post directly to this page. Approved events submitted through the form above will also be shared here.
- [Creative Connector Facebook Group](#): This public group is open to all and serves as a collaborative space where anyone can post creative events, opportunities, and ideas.

Final Notes & Next Steps

To confirm your role as an Interest Group leader, please email our **Executive Director, Jeff Lysczyn, at jeff@rutherfordartsalliance.org** to acknowledge that you have reviewed and agree to follow the requirements and policies outlined in this booklet.

By confirming, you're helping us ensure all groups are aligned with RAA's values and goals — and that we can better support your success.

We are here to support you every step of the way. Thank you for your leadership, creativity, and commitment to strengthening the arts community in Rutherford County. We look forward to seeing your group thrive!

Appendix of Quick Links

Social Media Links

- [FB Interest Groups Link](#)
- [RAA Facebook Page](#)
- [Creative Connector Facebook Page](#)
- [RAA Instagram Page](#)
- [RutherfordArtsAlliance.org](#)

Digital & Printable Google Files

- [Event Form \(Digital\)](#)
- [Membership Sign-up \(Digital\)](#)
- [Membership Sign-up \(Print\)](#)
- [RAA Information Sheet \(Print\)](#)

RAA Logo Files

- [Link to Logo Images](#)