

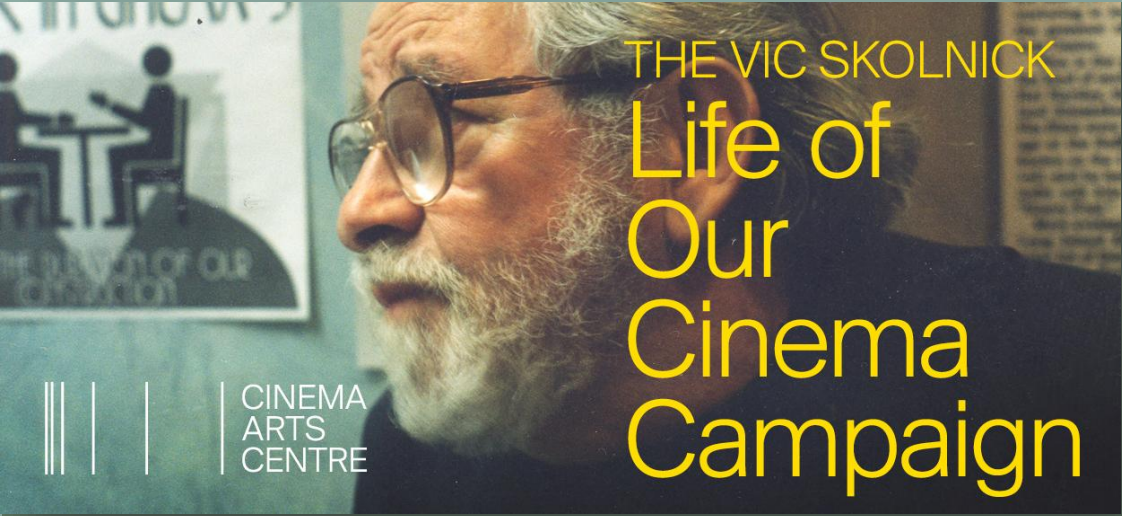


THE VIC SKOLNICK
Life of
Our
Cinema
Campaign

||| | | |
CINEMA
ARTS
CENTRE

Volunteer Campaigner Information Session

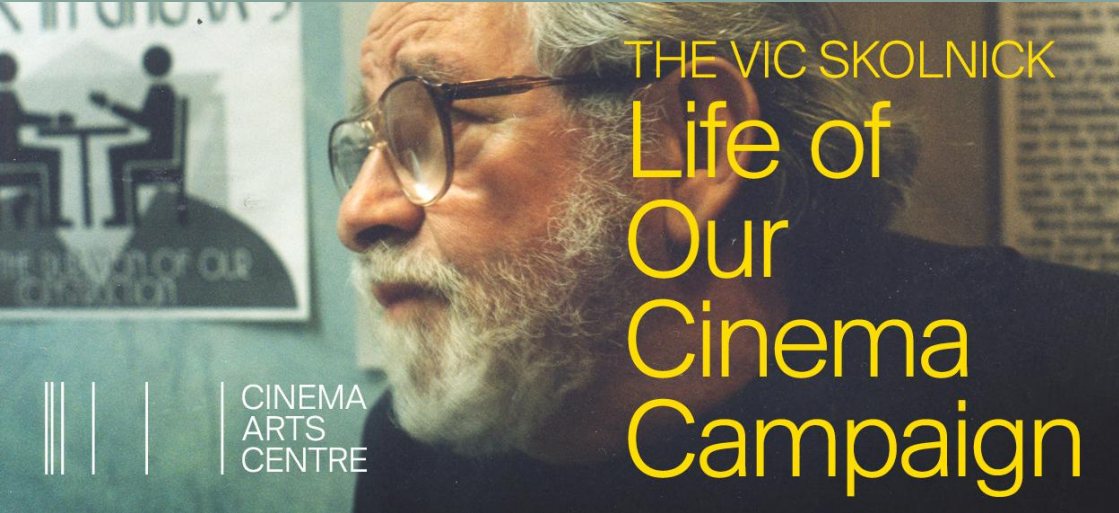
October 19, 2025



AGENDA

- Mission & History
- Impact
- Understanding Our Finances
- Membership v. Annual Giving
- Annual Giving Goals & Timeline
- What Do Volunteer Campaigners Do?
- What Makes a Prospective Donor?
- Simple 7-Step Ask
- The Power of No!
- Q & A





Our History

1976 • Huntington town tries to shut the theater down due to fire code violations. Public outcry leads town to offer the cinema the lease on the Village Green Center, a former school building at 423 Park Avenue.

1977 • Theater moves to Village Green Center, its present location.

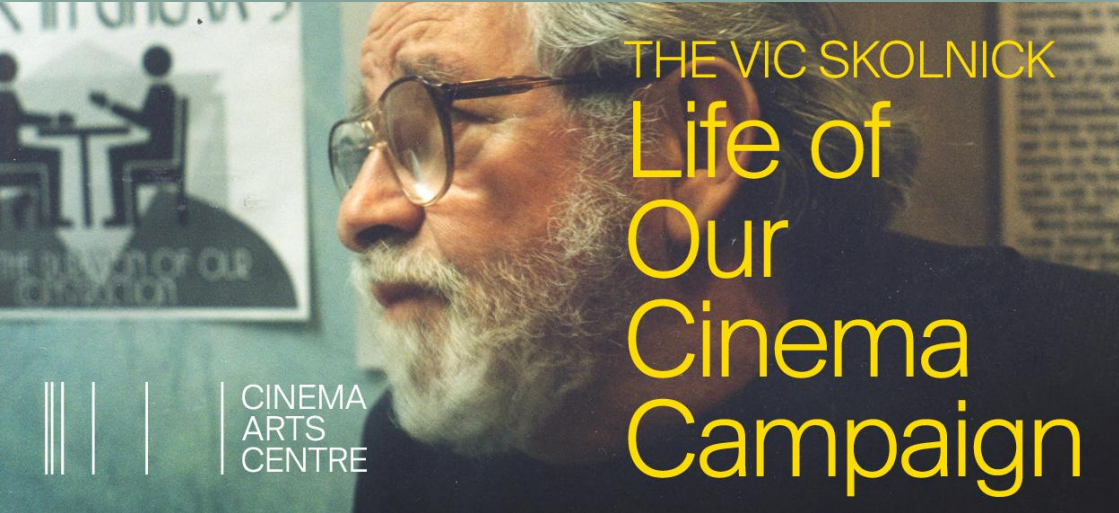
1981 • Cinema named a primary arts organization by the New York State Council on the Arts.

1985 • Cable and VCR's rise in popularity and theater membership drops. However, attendance and membership quickly begin to rise again.

1989 • Cinema receives a \$1 million donation from the Marion O. and Maximillion E. Hoffman Foundation. Theater renamed the Cinema Arts Centre

Our Mission

The mission of the Cinema Arts Centre is to bring the best and broadest range of film and cultural programs to all audiences, lifting spirits, expanding consciousness, and building community.



Our History

1997 • First annual Long Island Gay and Lesbian Film Festival

2000 • The Sky Room (named for Charlotte Sky) is constructed.

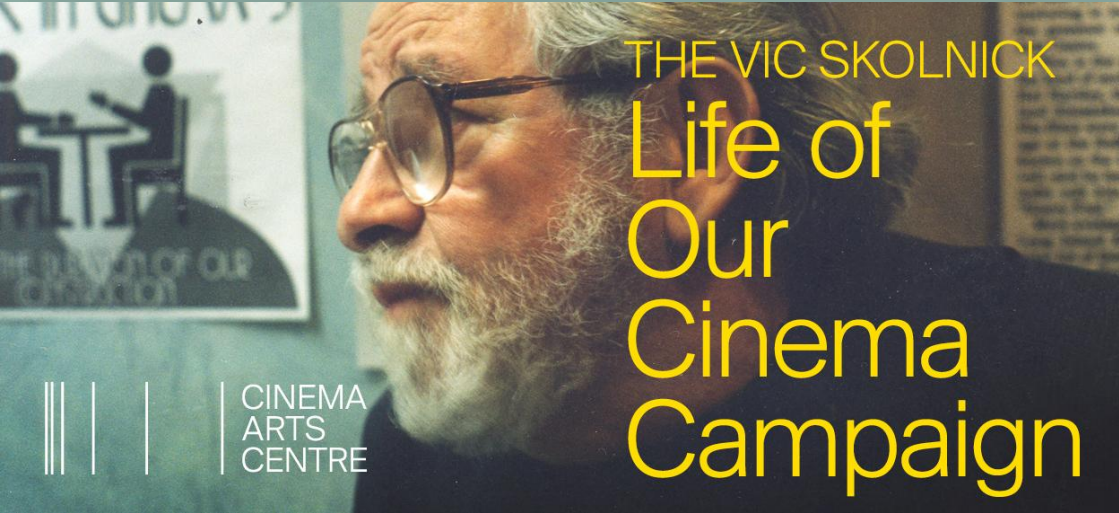
2003 • The Cinema celebrates 30 years of success . A gala is hosted by Isabella Rossellini held at a Gold Coast mansion refurbished by the Hoffman Foundation.

2009 • The Cinema runs its first annual campaign that differentiates between membership giving and annual giving. This campaign raises \$75,000 in unrestricted, fully tax-deductible funds, a 30% increase over the previous year.

2010 • Co-Founder and Co-Director Vic Skolnick dies. The annual campaign is named for Vic to honor his legacy.

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Our History

2013 • The Cinema installs its first digital projectors after an 18-month community-driven fundraising campaign and a capital grant that New York State Council for the Arts called a “model grant proposal.”

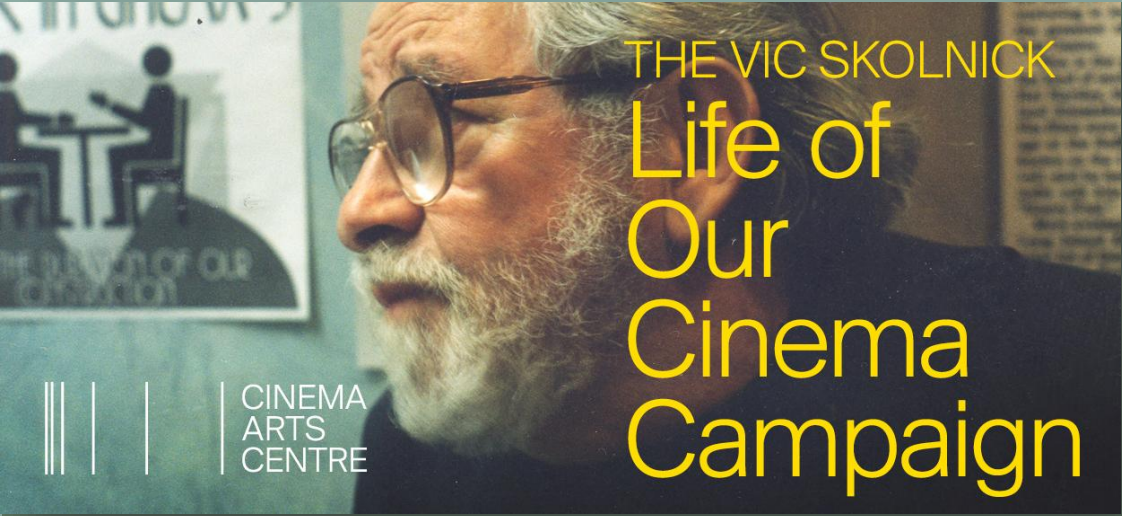
2019 • New screens are installed in the three theaters. Maiarelli Studios creates new Cinema Arts Centre branding.

2020 • The Cinema closes due to COVID-19 pandemic, furloughing many members of the team and moving to remote programming, including many free online events. During the shutdown, a roof leak causes extensive water damage and necessary renovations begin, extending our closure.

2022 • The Cinema reopens with new seats, new flooring, improved ductwork, upgraded bathrooms, and more.

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Our History

2023 • We celebrate our 50th Anniversary!

2024 • FIRST Annual Long Island Youth Film Festival

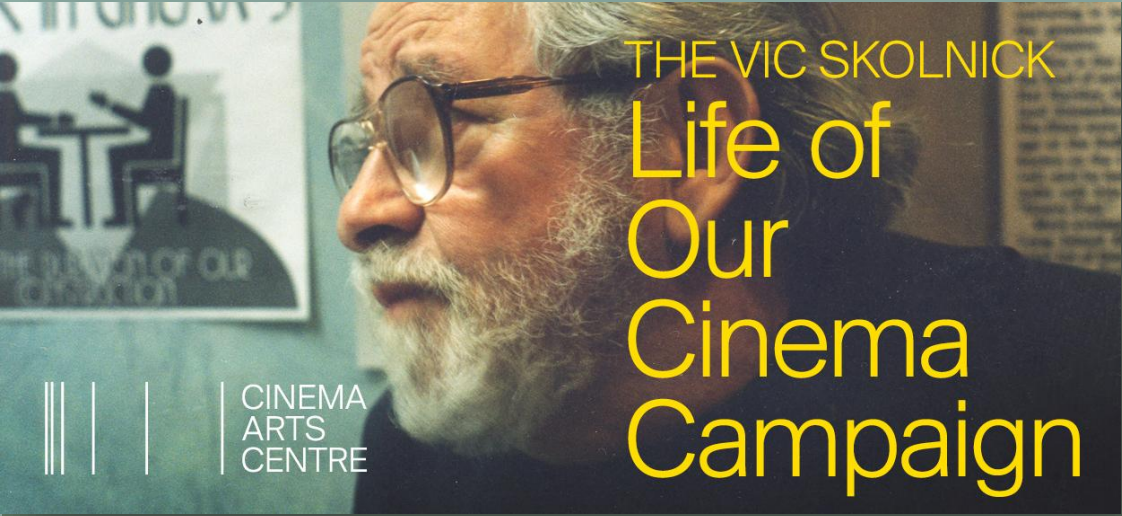
2025 • Cinema restructures to create Department of Youth Outreach; Cinema opens 4th screen at North Shore Towers.

What's next is up to us!

Our Mission

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Our Impact

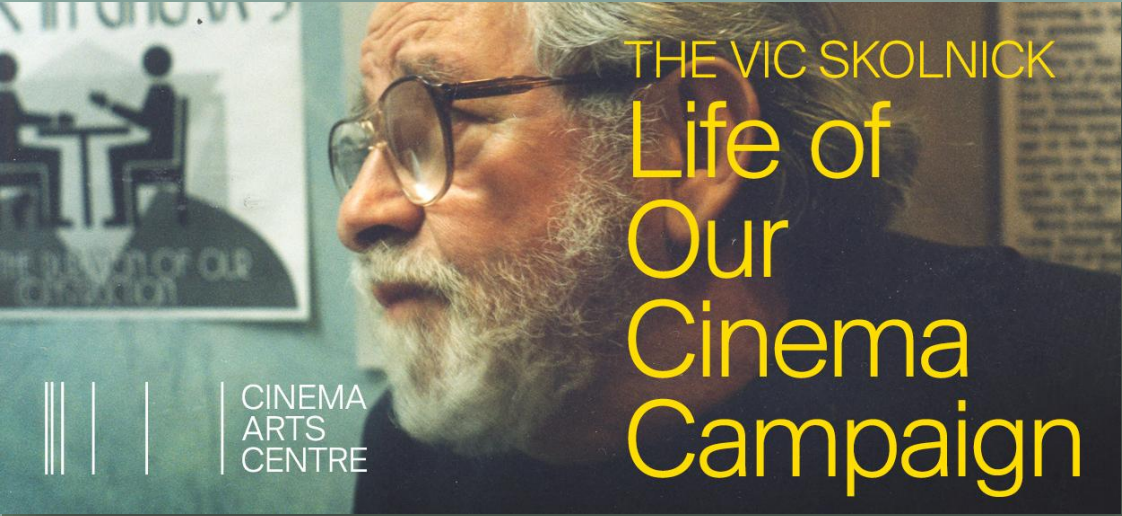
ARTISTIC

SOCIAL

EDUCATIONAL

ECONOMIC





Our Impact

ARTISTIC

SOCIAL

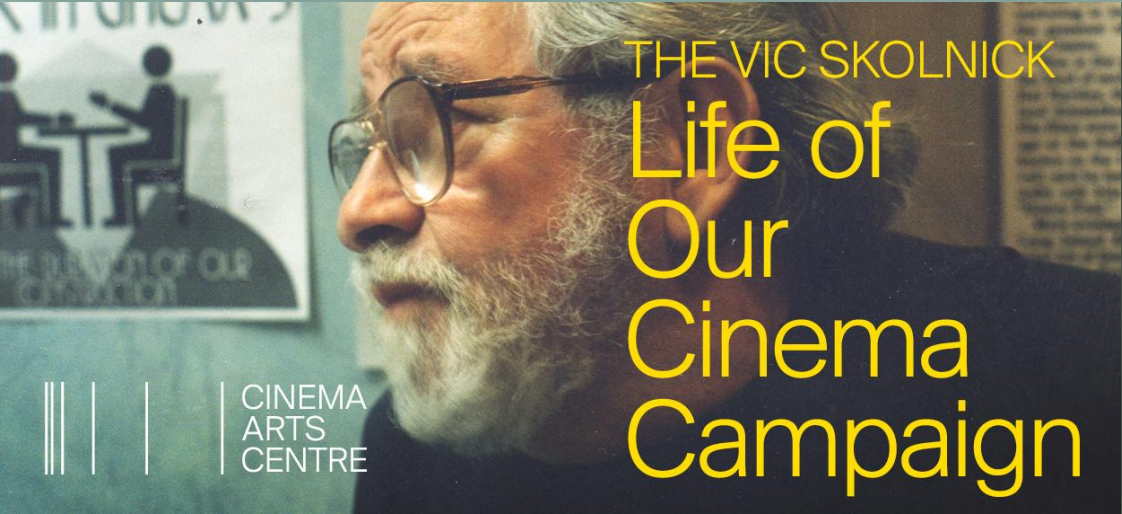
EDUCATIONAL

ECONOMIC

Your gift funds the value of
ARTISTRY

beautiful entertaining historic adventurous
empowering **curated**
delightful independent meaningful
thoughtful selected
groundbreaking
compelling





Our Impact

ARTISTIC

SOCIAL

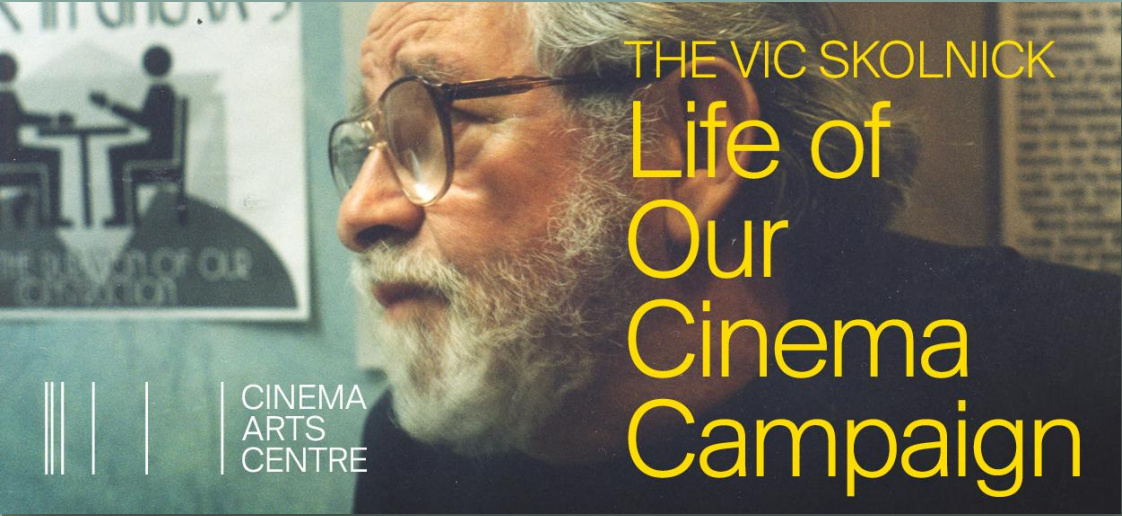
EDUCATIONAL

ECONOMIC

Your gift funds the value of
INCLUSION

uplifting listening connecting open
learning
accessible
accepting welcoming curious
collaborating sharing
common humanity empathy





Our Impact

Your gift funds the value of
LEARNING & EDUCATION

ARTISTIC

SOCIAL

EDUCATIONAL

ECONOMIC

students served

exposure questions & answers

workshops

curriculum

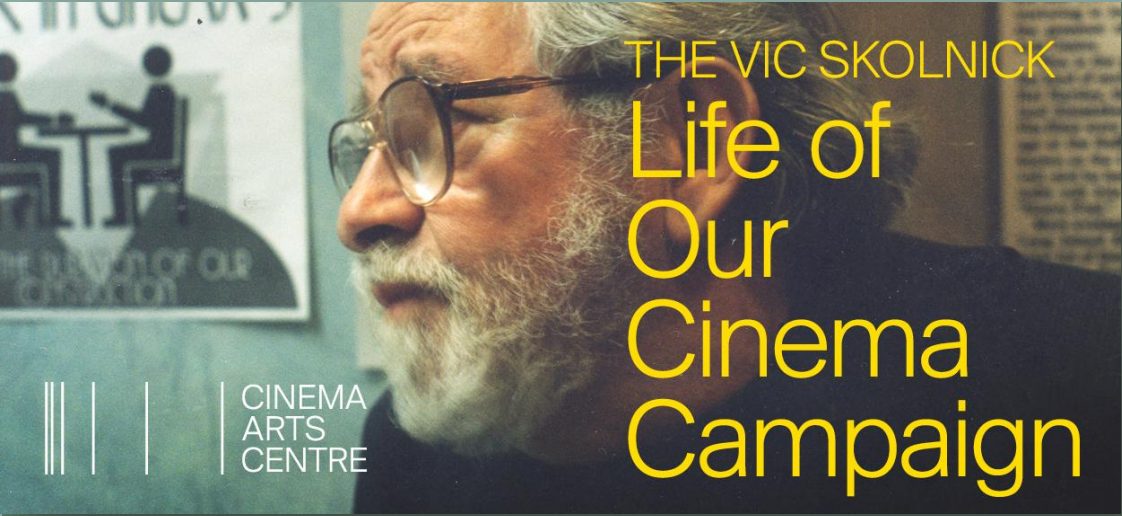
expert panels

documentaries curiosity

lectures

participation





Our Impact

Your gift funds the value of
PROSPERITY IN OUR COMMUNITY

- ARTISTIC
- SOCIAL
- EDUCATIONAL
- ECONOMIC

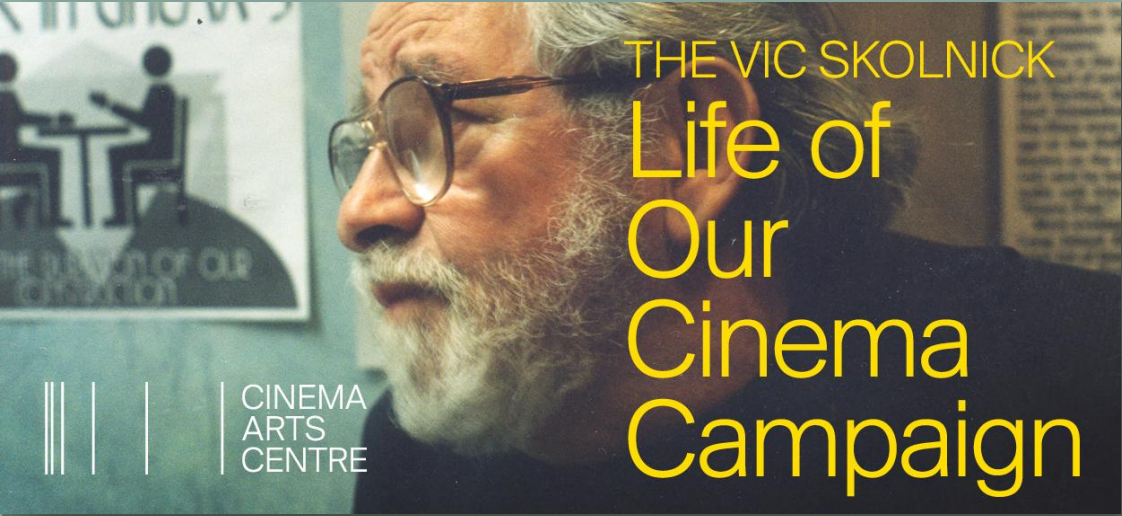
quality of life
 health activity
 economic ecosystem
 local businesses
 tourism
 investment
 vibrancy

local employment

security

promotion





Understanding Our Finances

Revenue

Earned: 62%

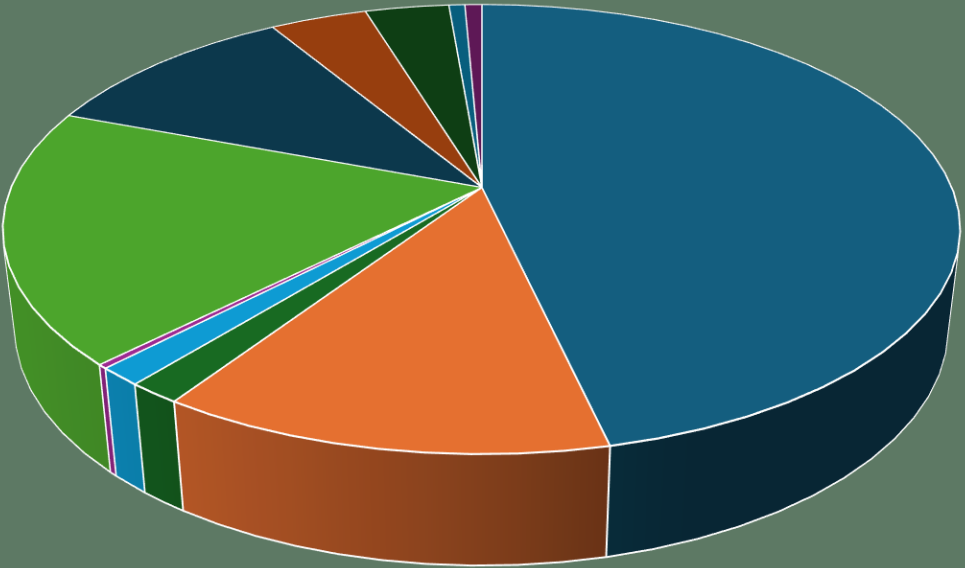
- ✓ Ticket Sales
- ✓ Café Sales
- ✓ Advertising
- ✓ Rentals

Blended: 19%

- ✓ Membership
- ✓ Fundraising Events

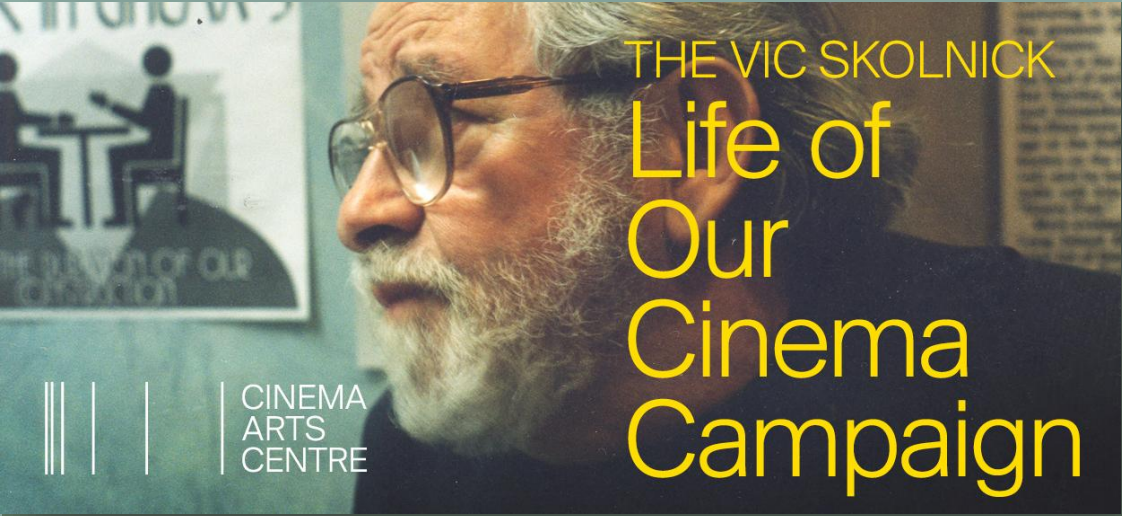
Contributed: 19%

- ✓ Individuals
- ✓ Government
- ✓ Foundations
- ✓ Corporations



- Ticket Sales
- Cafe Sales
- Advertising
- Rentals
- Misc.
- Membership
- Individuals
- Government
- Foundations
- Corporations
- Fundraising Events

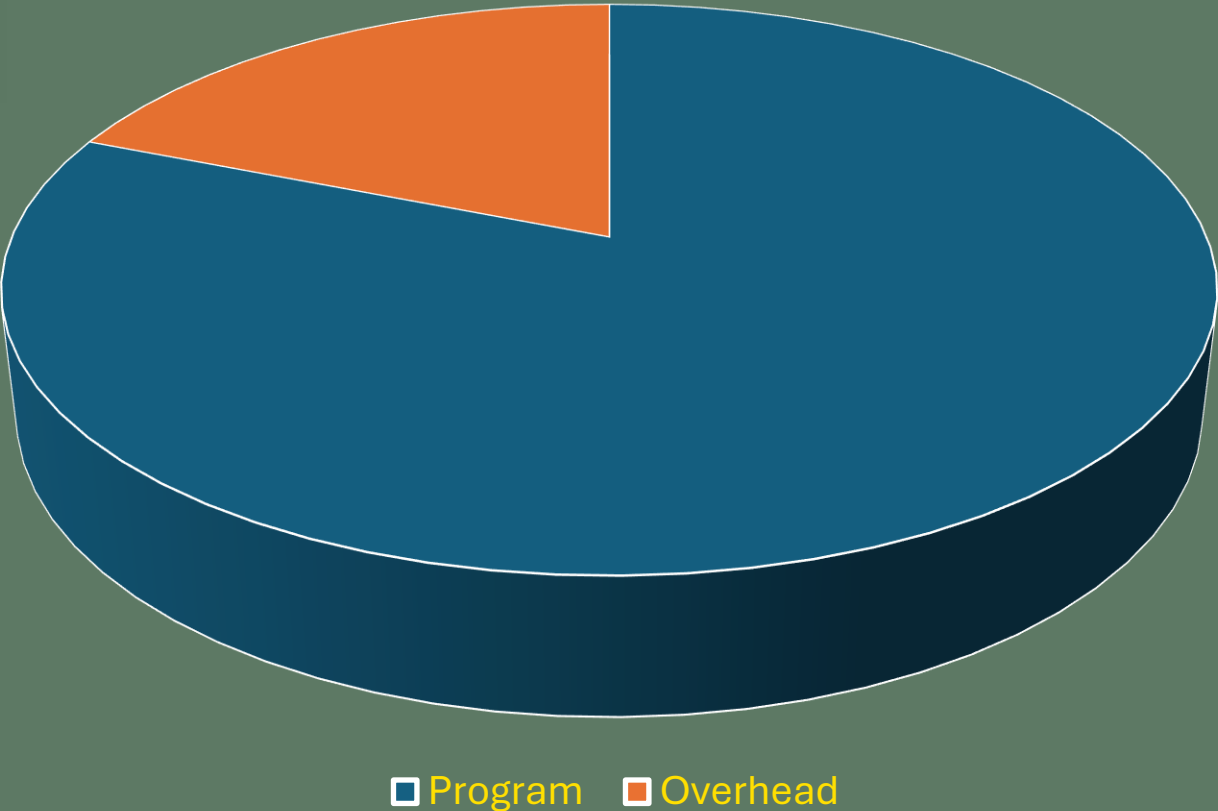
*Unaudited FY 24-25 results excluding in-kind and capital



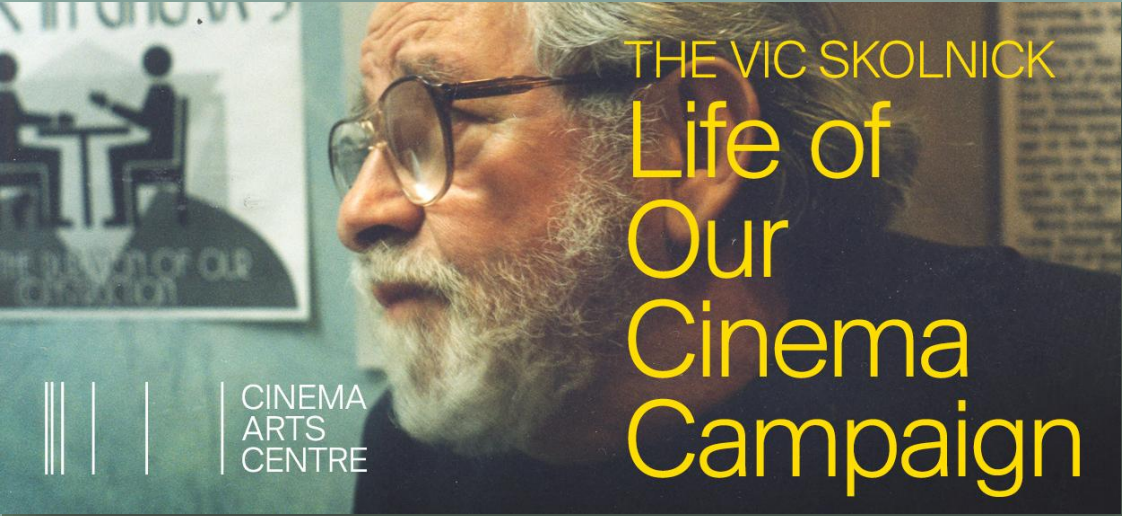
Understanding Our Finances

Expenses

Year after year our audits demonstrate that we spend approximately 80% of every dollar earned or raised directly on programs for our community and only about 20% on all overhead, administration, and fundraising.



*Unaudited FY 24-25 results excluding in-kind and capital

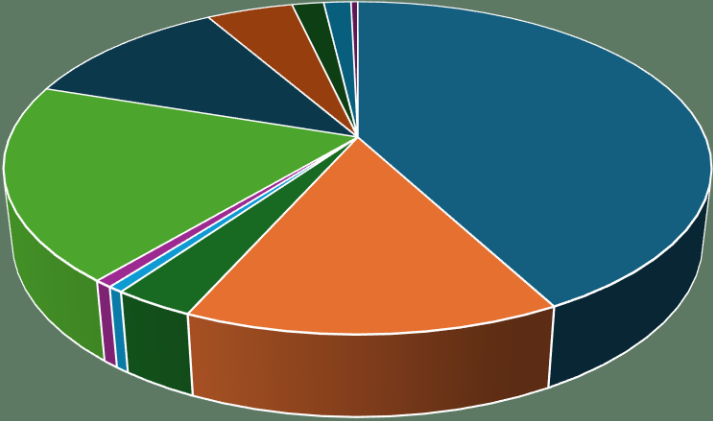


Understanding Our Finances

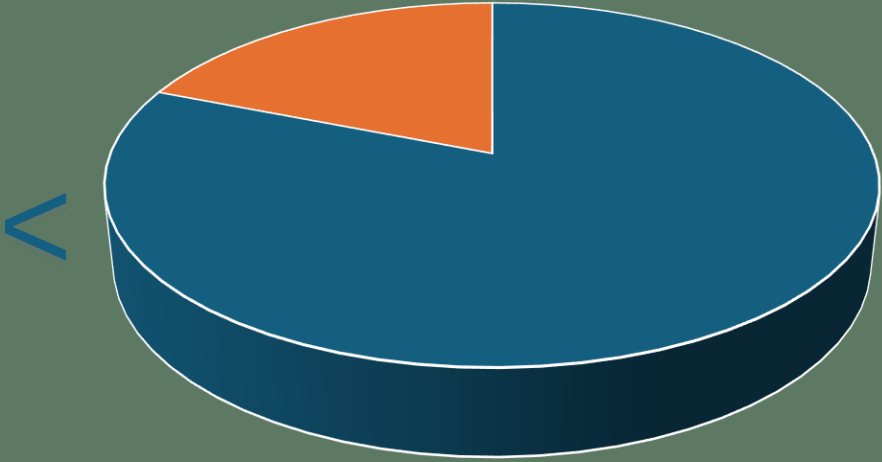
The Gap!

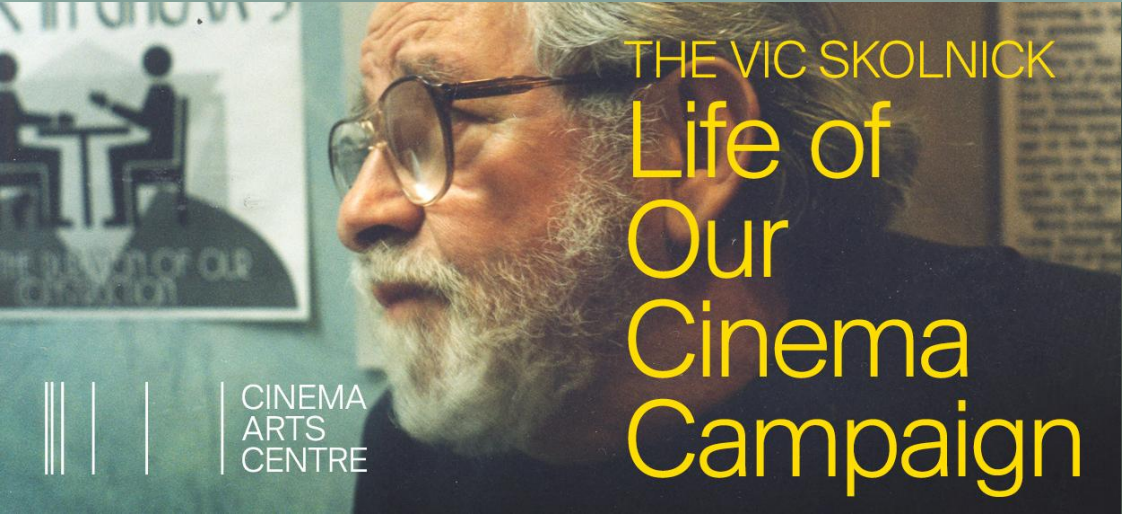


REVENUE:

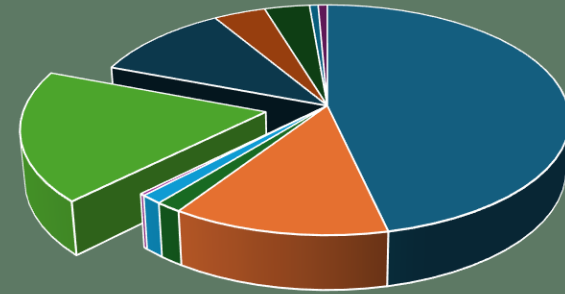


EXPENSES:

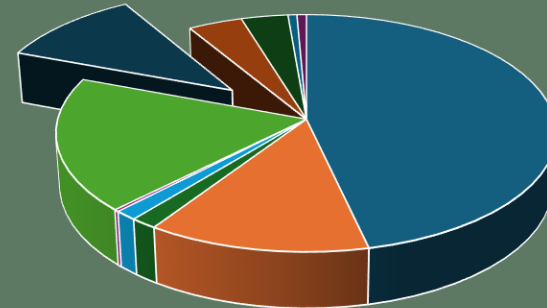




Membership v. Annual Giving



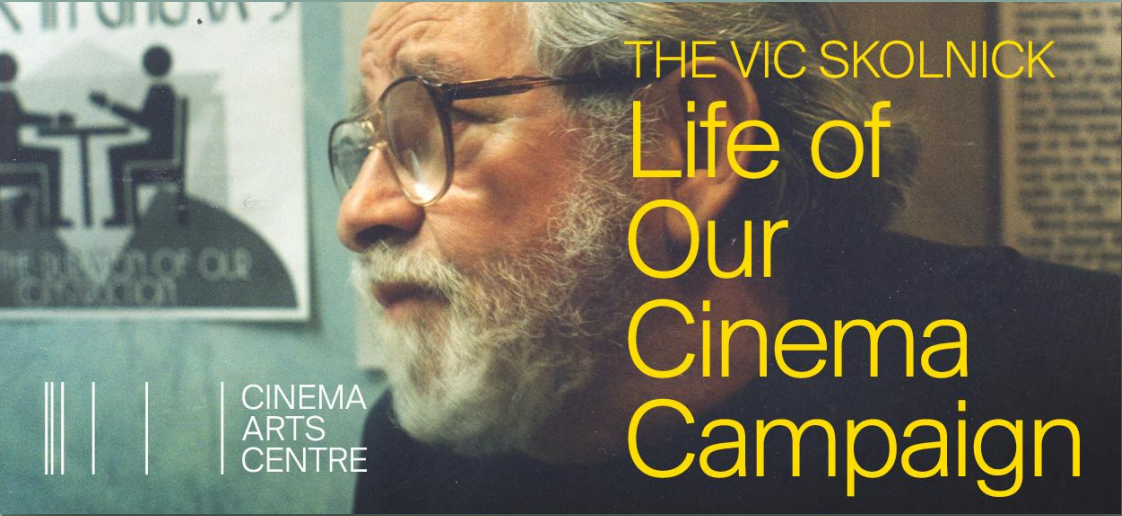
- Blended Income
 - Part Earned/Part Contributed
 - Not Fully Tax-Deductible
 - We are selling a product



- Contributed Income
 - Fully Tax-Deductible
 - We are selling our mission
 - Annual giving is an opportunity for our community to act on values

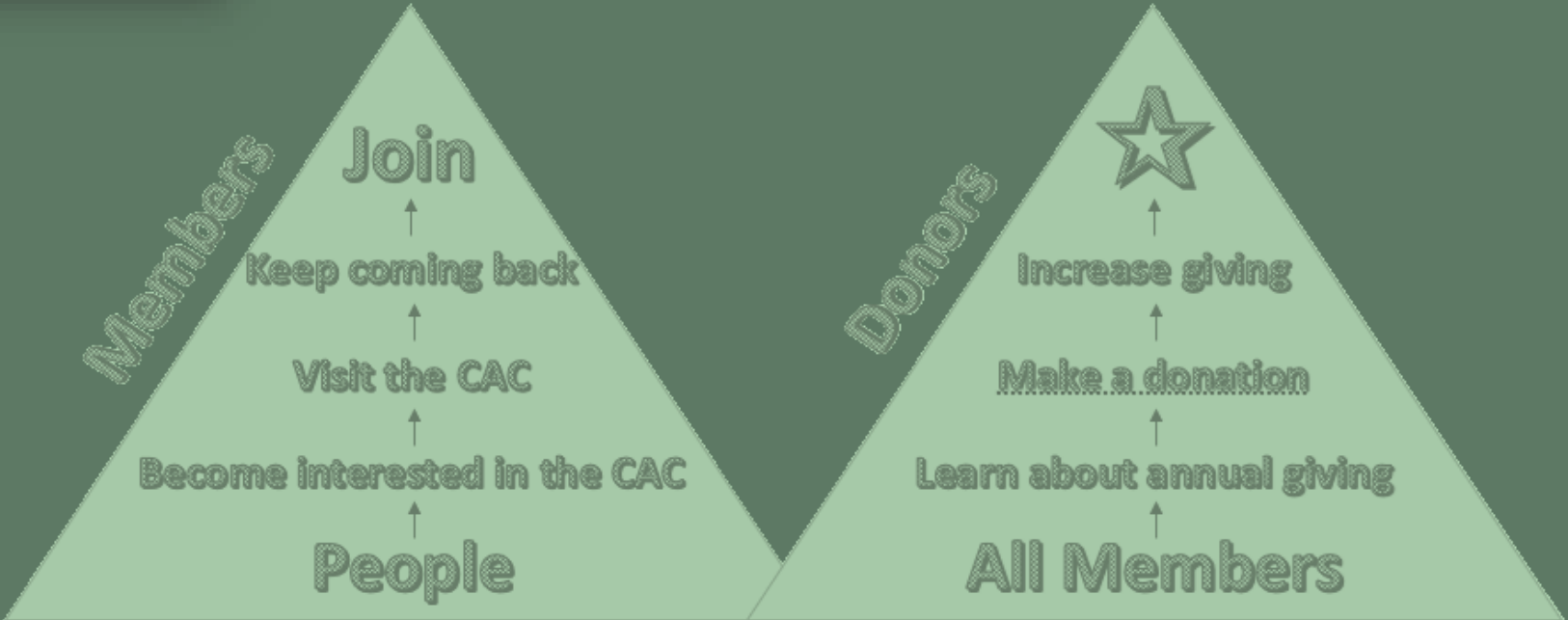
Two Opportunities

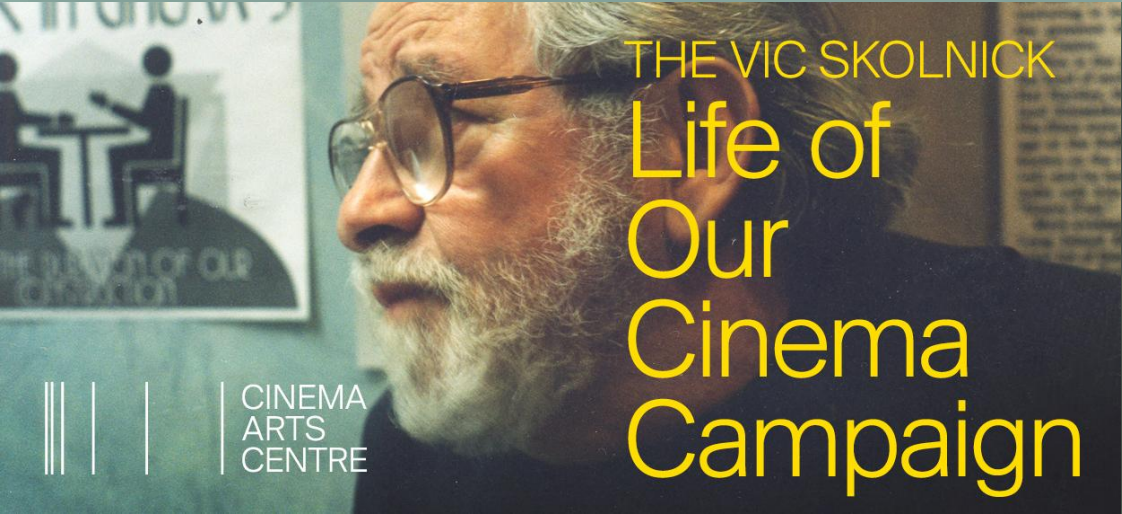
Our Community has two opportunities to support us each year, once by becoming a member, renewing, or upgrading membership; and again by giving a meaningful fully tax-deductible philanthropic gift at year-end.



Membership v. Annual Giving

Two Pyramids of Engagement

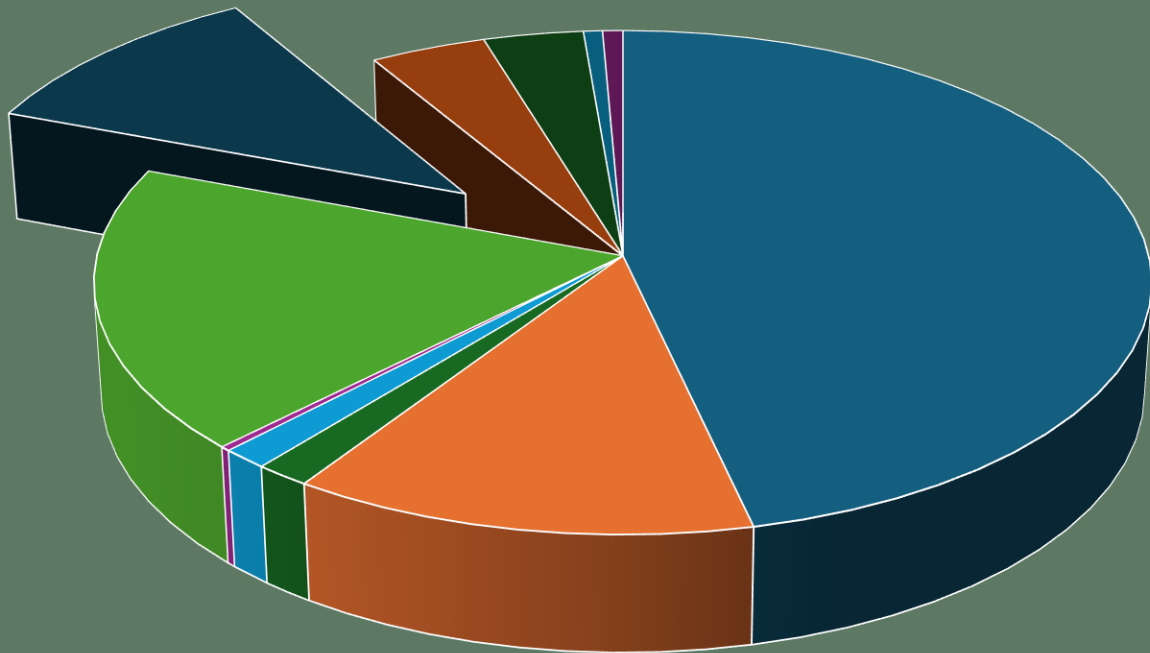


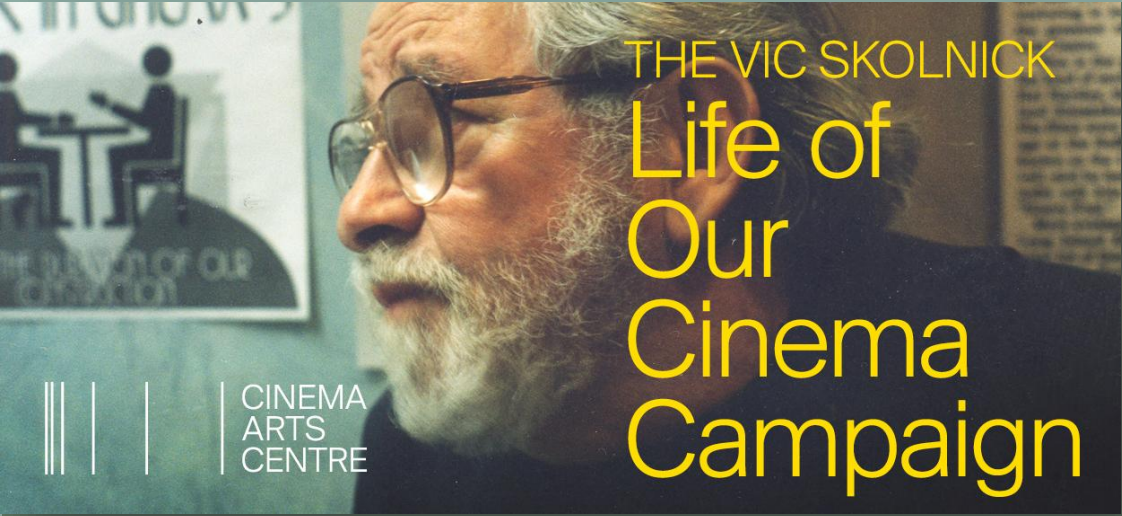


Membership v. Annual Giving

Our Opportunity Now!

The Vic Skolnick *Life of Our Cinema* Campaign is our opportunity to ensure that our mission is fully funded.



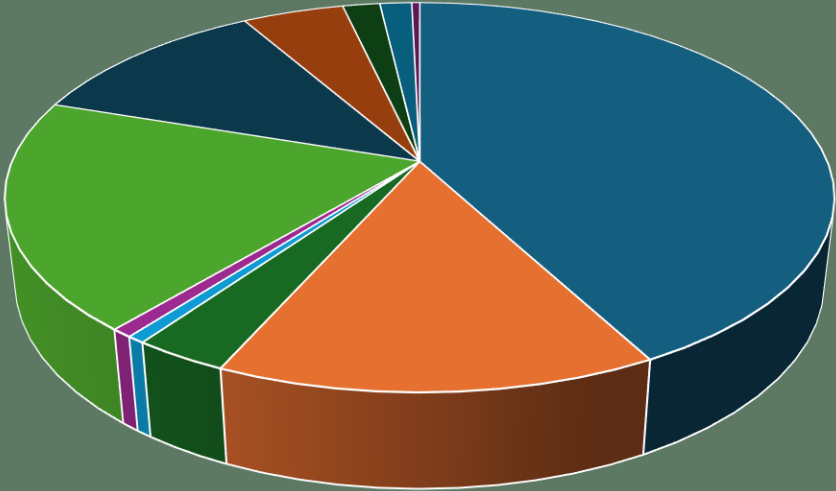


Understanding Our Finances

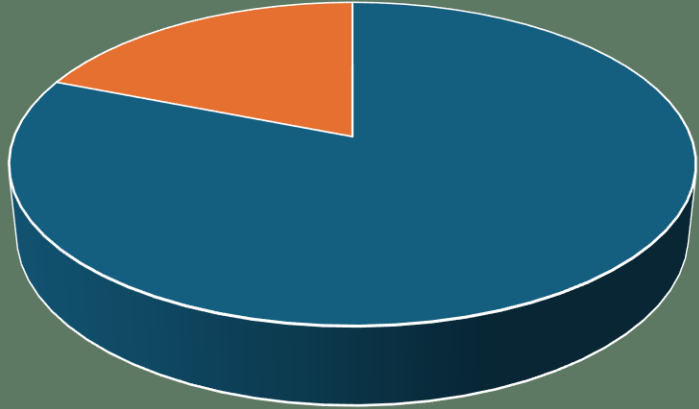
No More Gap!

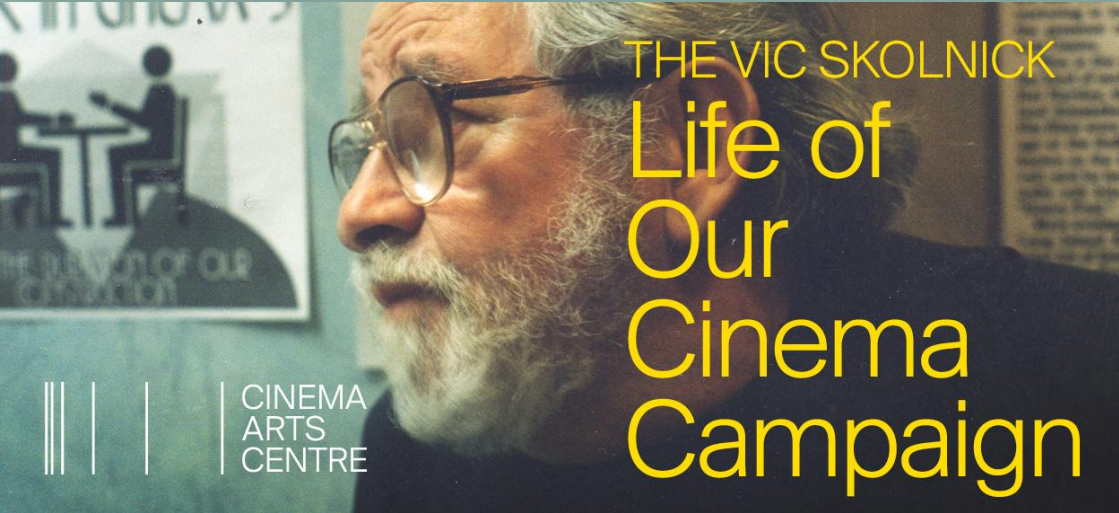


REVENUE:



EXPENSES:





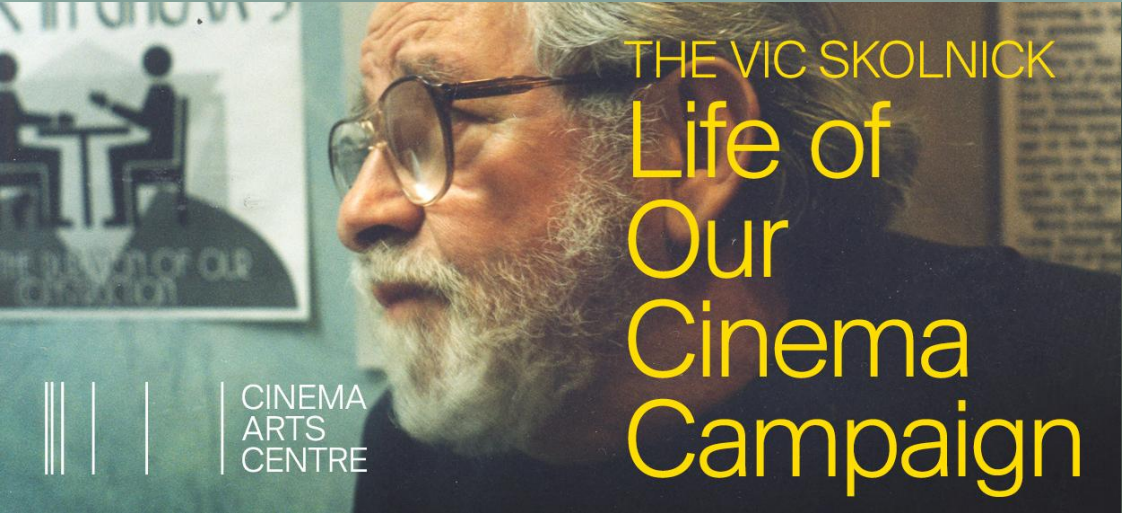
2025 Life of Our Cinema Campaign Timeline

- August:
 - Set goals
 - Begin lead gift solicitation
 - Recruit volunteer campaigners
 - Build collateral
- September:
 - Continue to recruit campaigners
 - Continue lead gift asks
 - Finalize collateral
 - Prep database
- October:
 - Continue to recruit campaigners
 - Campaigner Info Session – YOU ARE HERE
 - Work with campaigners
 - Prep and send first direct mail
 - Public launch October 24

2025 Life of Our Cinema Campaign Goals

- New Donor: 700/\$8,400
- Recaptured Donor: 245/\$31,850
- Returning Donor: 385/\$96,250
- Upgrading Donor: 225/\$113,500
- TOTAL: 1,555/\$230,000

6% increase v. 2024 Campaign



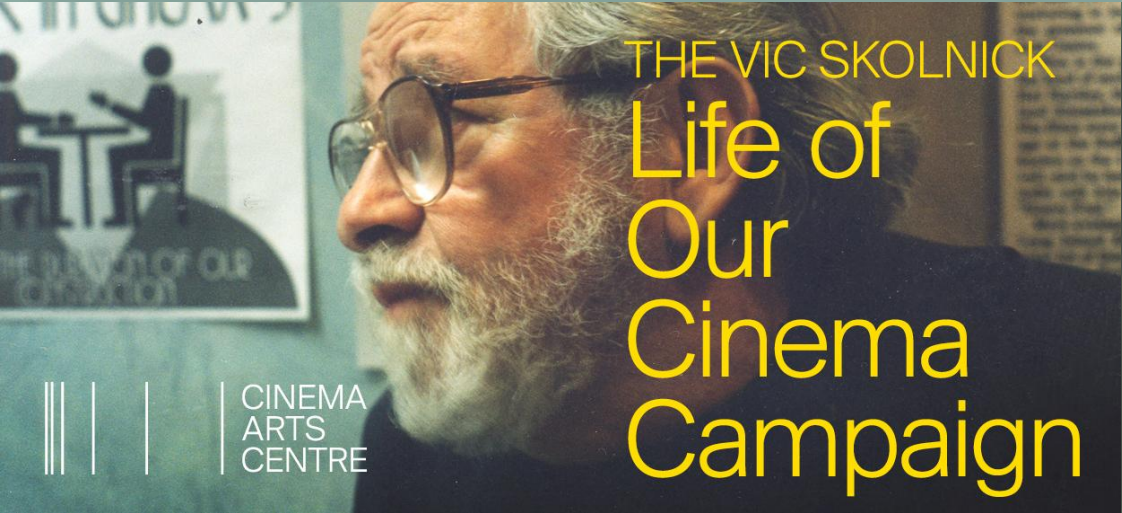
2025 Life of Our Cinema Campaign Timeline

- November:
 - Continue to Support Campaigners
 - Weekly reporting to Board, Staff and Volunteer Campaigners
 - Multi-channel Promotion
 - Thank as gifts come in via letter and phone call
- December:
 - LYBNTY mailing to hit by December 16
 - Continue to Support Campaigners
 - Weekly reporting to Board, Staff and Volunteer Campaigners
 - Multi-channel Promotion
 - Thank as gifts come in via letter and phone call
- January:
 - Continue to collect LYBNTY
 - Continue to thank
 - Thanks-a-Brunch

2025 Life of Our Cinema Campaign Goals

- New Donor: 700/\$8,400
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6% increase v. 2024 Campaign



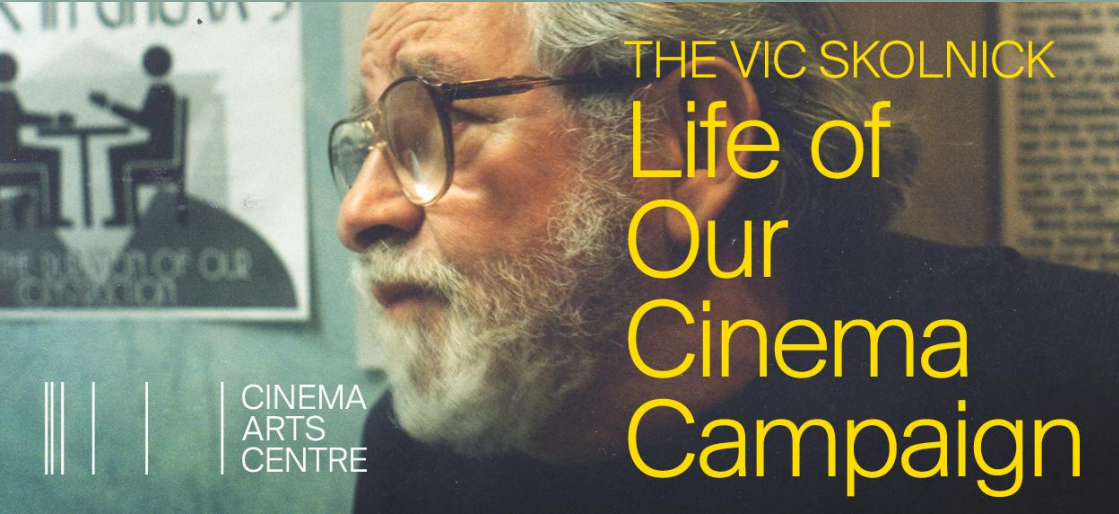
What Do Volunteer Campaigners Do?

- Make a meaningful gift to the Life of Our Cinema Campaign
 - Is that \$5?
 - Is that \$15?
 - Is that \$150?
 - Is that \$1,500?
 - Is that \$15,000?
 - YES
- Work with Development staff to develop a prospect list
- Ask people on the list to join you in supporting the Cinema Arts Centre
- Thank everyone

People Power

Q; How do we get more donors?

A: More Askers!



What Makes a Prospective Donor?

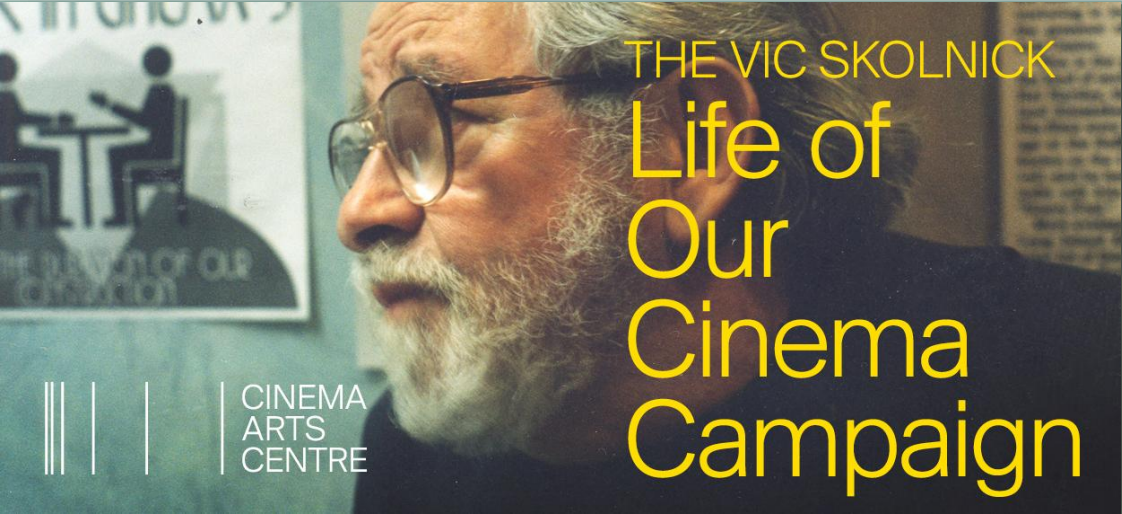
Ability – Does the person have money?

Interest in the mission and programs –
Does making a gift give the person an opportunity to act on their values?

Connection to a person – Who is making the ask?

Which is Most Important?

Of Ability, Interest, and Connection, which do you think are the most and least important when evaluating if a person may be a prospective donor?

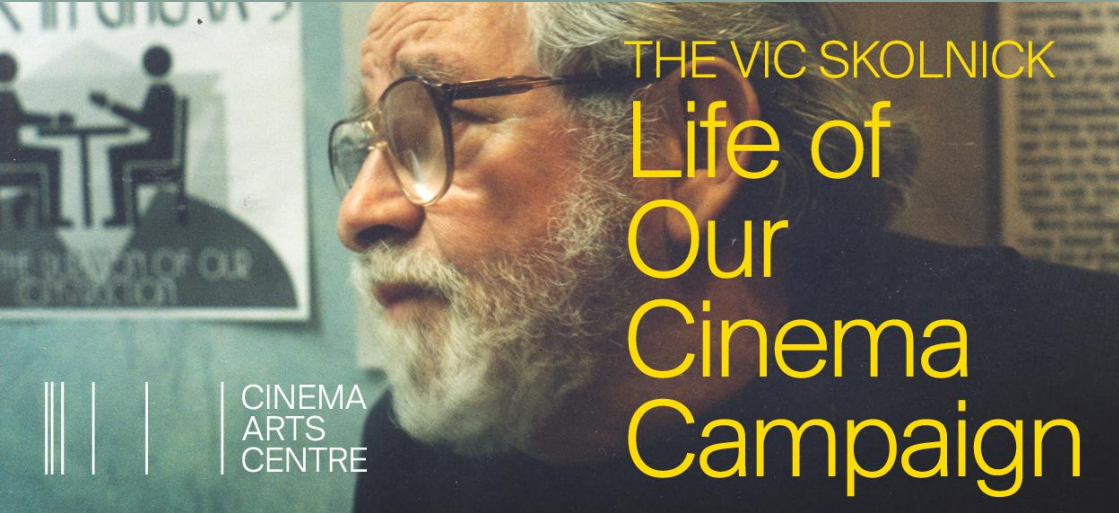


What Makes a Prospective Donor?

Surprised?

Connection is ALWAYS the most important factor. This makes your engagement so powerful! Ability is the least important factor. A person with connection and interest will find a way to give what they can.

- 1 Connection
- 2 Interest
- 3 Ability

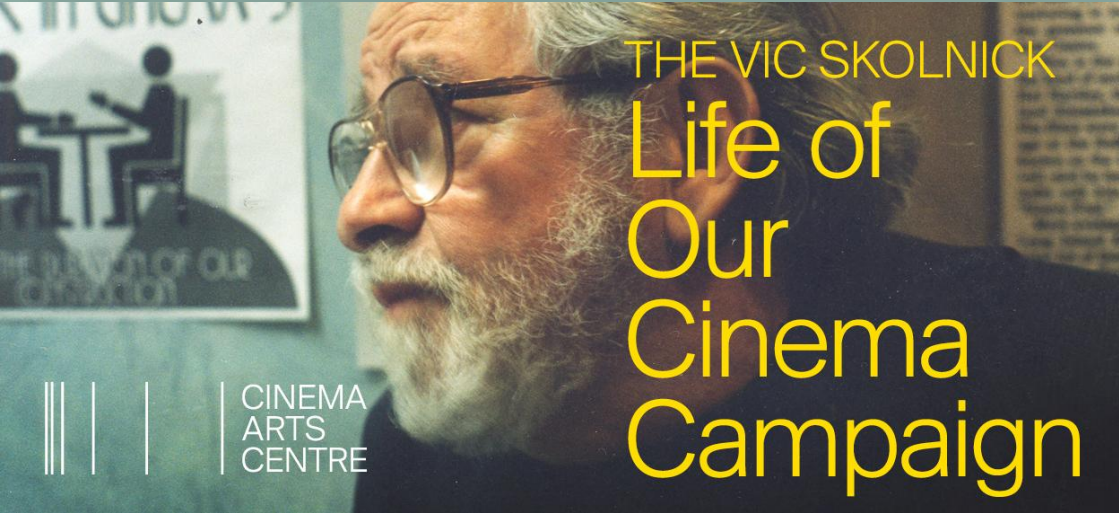


Simple 7-Step Ask

- Tell your story
 - Know your story
- Listen to their story
 - Ask them open-ended questions and actively listen
 - People think a meeting was good when they did most of the talking
- Make the case
 - Know the case
- Ask for a specific amount
 - Almost always true
- Be quiet, listen
 - Always true!
- Respond
- Thank

The Power of Stories

No matter how much we like to believe that people make decisions based on facts, they don't. People make decisions – especially decisions to ACT – based on feelings. Stories are a wonderful way to express and elicit feeling. Tell your stories; ask for stories.

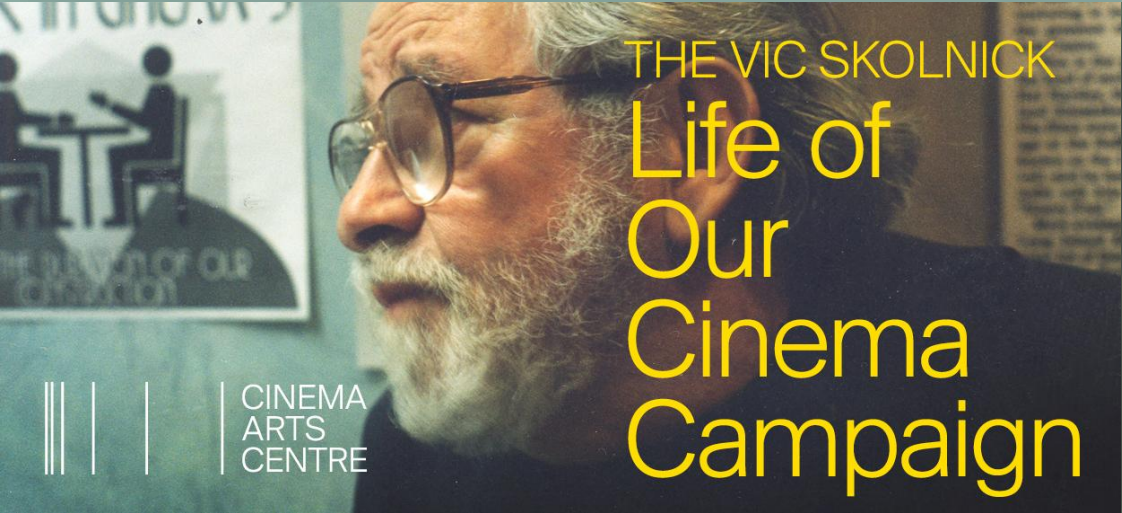


The Power of NO!

- People don't just say NO. They surround NO with important information.
- When a person can tell you NO, it's an affirmation that they **feel safe to be honest** with you about their concerns.
- When you can hear and honor a person's NO, that is **trust-building**.
- When a person can say NO, you can trust them to set their own boundaries, which **empowers you to ask** without having to worry that it's your job to know their boundaries.

Every Ask Is A...





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Q and A

There is no such
thing...

as a stupid question.
as a silly question.
as a meaningless question.

If you are wondering, so is someone
else.





THE VIC SKOLNICK
Life of
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||| | | |
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THANK YOU!