

# Fire-up Effective Storytelling



**Katie Deits**  
**Florida CraftArt**

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# Seven Steps to Effective Storytelling

1. Know **yourself**
2. Know your **audience**
3. Know your **why** and understand your audience's why
4. Keep it **simple**.
5. **Practice** telling stories
6. Connect **emotionally**
7. Create **curiosity** and **desire**

P.S. Be a good **listener** and express sincere **appreciation**.

# Florida CraftArt

Supporting fine craft artists  
from all corners of Florida  
who enrich our community  
through artistic expression.



**501 Central Avenue, in Downtown St. Petersburg**

## Statewide Nonprofit Organization dedicated to:

- Advancing Florida's fine craft artists
- Offering opportunities and education for artists
- Engaging the community - More than 50,000 visitors
  - Educating about fine craft
  - Interesting exhibits and programs
- Serving as a resource
- Partnering with other organizations



**Florida  
CraftArt**   
Formerly knr, wn as Florida Craftsmen

# More than 250 Fine Craft Artists



Ceramics, Fiber, Glass, Jewelry, Metal,  
Mixed Media, and Wood

# Florida Artists Gallery





**Eight Curated exhibitions a year in  
The Exhibition Gallery**



**Eight Curated exhibitions a year in  
The Exhibition Gallery**



**Annual  
Florida  
CraftArt  
Festival – held  
the weekend  
before  
Thanksgiving**





**Guided Walking Mural Tours**  
Every Saturday morning, 10 a.m.



**Guided Biking Mural Tours**  
First Saturdays



**ArtLofts**  
Florida Craft Art



ArtLofts: 22 Artists' Studios on our second floor

# Florida CraftArt Traveling Permanent Collection



Now that you know about our organization,  
how do you **feel about it?**

*"When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion."*

*— Dale Carnegie*



“I was an Emerging Artist in Florida CraftArt’s Festival in 2019 and am now a Gallery Artist. Being a part of Florida CraftArt has been an amazing experience for me.

This dedicated nonprofit has helped to **accelerate my career** in many ways. I am now able to be a **full-time, successful artist** and I create ceramics and jewelry in my home studio in Inverness, Florida.

- Suzy Pease



Nick Reale retired from the fire department after 30 years of service to concentrate on his passion for woodturning.



Shelly Steck Reale left a career in nonprofit marketing to embrace her love for art and ceramics. She was an Emerging Artist in the 2021 Florida CraftArt Festival.





“For us, starting out was an overwhelming task of not only creating art, but of networking, marketing, and trying to understand our place in the Florida art scene.”

“Florida CraftArt stepped up to offer invaluable **mentoring** and support. They’ve been instrumental in **guiding us** through the nuts and bolts of developing successful **arts careers.**”

Today, they are both **Gallery Artists**, participate in exhibitions, and often **win awards!**

**Artist Eric Folsom:**

“My boss informed me that my department was being eliminated on the Friday after Thanksgiving.

This was very distressing because, in February, **we had taken in a 12-year-old boy from the Department of Children and Families and finalized his adoption in September.**”





“Then, I was accepted as a Florida CraftArt Gallery Artist. The gallery staff has been incredibly helpful and supportive.

In addition to making jewelry, now I am making sculptures, utensils, bowls, wall hangings, and more.

**Without Florida CraftArt , I would not be where I am in my artistic journey.”**

## Artist Ya La'Ford:

"My solo show aimed to harness the power of art through words and mark-making to reflect upon human relationships, storytelling, and interconnectivity in a communal space.

Florida CraftArt:

- provides a **professional network**
- supports **careers of artists**
- educational components not only benefit artists but also enhance **art experiences** for their community."



## ANNUAL APPEAL LETTER 2016

This past year has been an impressive one; our generous donors and members have helped us to:

- **Replace the roof** on our century-old building.
- Purchase and install **a new elevator** to the second floor ArtLofts, where 18 artists have their studios and galleries.
- **Sell more than \$370,000 of fine crafts** made by Florida artists.
- Host the **19<sup>th</sup> CraftArt Festival**, helping to support fine craft artists from around the country and the world.
- Launch a traveling exhibition of ceramic artists that went to Kansas City and Jacksonville.
- Exhibit dynamic shows and programming in our exhibition gallery, including an amazing glass show curated by Duncan McClellan.

### **We do, however, have our challenges...**

- The day of the CraftArt Festival, our gallery **AC** stopped working and must be replaced along with a second unit, which burned out recently.  
Cost: \$16,000.
- The building needs a **surge arrester** to protect the new elevator's computer, as well as the gallery light bulbs, which keep burning out. Cost: \$1,800.

Building repairs may not tug at your heartstrings, but please consider that Florida CraftArt is the *only* statewide organization supporting hundreds of artists with exhibition and sales opportunities.

We hope that, if you are able to do so, you will include us in your year-end giving plans. Thank you for your support of Florida CraftArt.

October 28, 2022

**208%**  
**Increase in giving with stories!**

**Dear Florida CraftArt Supporter:**

We hope that this letter finds you well. We are grateful for you and also to share that our Florida CraftArt family of artists, staff, and volunteers are well.

At Florida CraftArt, we are working hard to help the artists of our state thrive. It's their stories that keep us going—the retirees we helped launch new careers, the young artists we've mentored, the established artists depending on income from sales of art in the Gallery. Visitors love looking at (and buying) the art and comment often on how much they enjoy our free educational programming.

**I'd like to share a couple of stories with you that are especially meaningful.**

**Artist Eric Folsom:** In 1995, I returned to my hometown of St. Petersburg, with my wife Janet, to be near my aging father. I had been selling in juried art and craft shows from South Carolina to Massachusetts since 1979. In late 1995, I saw Florida CraftArt's call to artists for a Holiday Show and I submitted a tree topper ornament.



Through the mid-'90s and into the next decade, I had to work a day job. It was difficult to find the time to create my art while working 40 hours a week and also spending time with my family. I had pretty much given up on showing my artwork to a larger audience.

In 2006, my boss informed me that my department was being eliminated on the Friday after Thanksgiving. This was very distressing because in February we had taken in a 12-year-old boy from the Department of Children and Families and finalized his adoption in September.

I knew that people liked my artwork and hoped that I could make money creating it. I set up my shop and started producing. From out of the blue, ceramic artist Charlie Parker called me and asked if I could make flatware for his plates and bowls that were going to be displayed in the upcoming "At Home with Crafts" exhibit at the FCA gallery. I made six different designs, one for each setting. Making these new pieces was very rewarding. Then, I was accepted as a Florida CraftArt Gallery Artist.

The FCA gallery staff has been incredibly helpful, kind, and supportive. Having my work in the gallery has given me great exposure and a higher level of professional



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(727) 821-7391  
FloridaCraftArt.org

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*Our mission is to grow the statewide creative economy by engaging the community and advancing Florida's fine craft artists and their work.*

acceptance. Often people I meet will tell me that they've seen my work in the FCA gallery. FCA has given me opportunities and freedom to just do my thing, and many of its calls to artists have forced me to think hard, attempt things that I never would have considered, and stretch my knowledge and techniques to new levels. As well as making jewelry, now I am making sculptures, utensils, bowls, wall hangings, and I have so much more that I hope to create and bring into reality. **Without FCA I would not be where I am in my artistic journey.**



**Artist Ya La'Ford:** I was fortunate to have had a solo show at FCA. The exhibit was aimed to harness the power of art through words and mark making to reflect upon human relationships, storytelling, and interconnectivity in a communal space.

I was impressed and encouraged by the dedication of the Florida CraftArt's professional staff to help me turn this exhibit around in a short period of time. Without FCA's support, energy, and marketing outreach, I would not have been able to have my installation in such a prominent location and assessable to the broad range of demographics we wanted to engage.

The organization's mission is to provide a professional network supporting the livelihood and careers of artists. The educational components not only benefit artists, but also enhance art experiences for visitors, art appreciators and their community.

Doesn't helping these artists thrive and survive make you feel great? We love to feel that what we are doing is meaningful and helpful to others. We hope that you will join us and other art lovers in sending a donation to Florida CraftArt. Gifts like yours help us accomplish **life-changing effects for artists and visitors alike.**

Please join us in making this a season of hope and prosperity. We are wishing you well and sending warm thoughts of gratitude and appreciation. Your 100% tax-deductible contribution creates opportunities for artists and people of all ages to experience, engage, learn, and connect through art!

Tyler Jones, Board Chair

Katie Deits, Chief Executive Officer

Liz Cooper, Director of Advancement

**ES. Please donate now, your gift makes a difference! Also, your gift may be eligible for a match by your employer. If you have questions, call Liz Cooper at (727) 821-7391. Will you also consider including FCA in your planned giving?**

Florida CraftArt is a 501(c)(3) tax-exempt nonprofit organization soliciting tax-deductible contributions. The organization's EIN is 21-7373994. It is registered to solicit charitable contributions with the State of Florida (Registration #011191). A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll free (800) 451-7312 within the state. Registration does not imply endorsement, approval, or recommendation by the state.

**Florida CraftArt ANNUAL FUND** *Yes, I would like to support the mission of Florida CraftArt.*

Enclosed is my tax-deductible donation:

\$4,000  \$2,000  \$1,000  \$500  \$300  \$200  \$100  \$\_\_\_\_\_ Other

Donations of stocks and/or securities are appreciated. Please think of us for your donor-advised funds or RMD.

**Donate online at [www.FloridaCraftArt.org](http://www.FloridaCraftArt.org)**

Please charge my  Visa  MasterCard  American Express  Discover

Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Please mail to Florida CraftArt, 501 Central Avenue, St. Petersburg, FL 33701 Call us at (727) 821-7391

**Thank you for your generosity as you make a difference!**



Always remember the Magic!





“By taking the time to understand what is important to someone and framing our needs with their desires, we make it easy for that person to actually want to do something.”

-Dale Carnegie

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P.S. Be a good **listener** and express sincere **appreciation**.



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