



CREATE

COMMUNITY CONNECTIONS

Audience Relationships Project Checklist

This checklist is intended for internal use. An arts organization staff member (or members) should complete it. The checklist can be used to assess the depth and quality of audience relationships in Audience Development and Audience Engagement work. The results should be considered in efforts to improve the effectiveness of the project (as well as in the design of new ones) in the future.

PROJECT

Organization _____

Project Name _____

Project Description (including URL if applicable):

What audiences is the organization trying to reach on this project?

Definitions

Audience Development: Activities undertaken by an arts organization as part of a marketing strategy designed to produce immediate results that benefit the organization: sales, donations, etc. **Principal beneficiary of direct, intended outcomes: arts organization.**

Audience Engagement: Activities undertaken by an arts organization as part of a marketing strategy designed to deepen relationships with current stakeholders. The purpose is, over time, to improve retention, increase frequency, and expand reach through stakeholder networks. **Principal beneficiary of direct, intended outcomes: arts organization.**

Audience Development-Audience Engagement

How clearly is/are the target audience/individuals defined?

[0-4] _____

- Unknown: 0
- Not defined: 0
- Generally understood: 2
- With some specificity: 3
- Very well defined: 4

To what extent are the interests of target individuals considered in:

Program content

[0-4] _____

Location of the program

[0-4] _____

Time/day of the program

[0-4] _____

Marketing/communication about the program

[0-4] _____

- Unknown: 0
- Not at all: 0
- A little: 2
- Some-more than two contacts: 3
- Greatly: 4

On what level of communication with the target audience/individuals are these decisions based?

[0-5] _____

- Unknown: 0
- None: 0
- Surveys: 2
- Focus Groups: 3
- New Relationship: 4
- Long-standing Relationship: 5

In what categories are organizational goals for the program sought? Indicate all that apply

- Ticket sales/attendance [X] _____
- Donations [X] _____
- Grants/Corporate contributions [X] _____
- Advocacy [X] _____
- Community/audience/individual relationships [X] _____
- Other: [X] _____

How important to the organization are the goals in each category (above)?

[0-4] _____

- Unknown: 0
- Marginally: 1
- Somewhat: 2
- Considerably: 3
- Extremely: 4

What is the (realistic) time frame for measuring results in each category?

[0-4] _____

- N/A: 0
- Three months: 0
- Six months: 1
- One year: 2
- Two years: 3
- Five years: 4

Are elements of the project specifically designed to result in any of the following for the target audience/individuals? (Select highest applicable value)

Education [0-2] _____

- No: 0
- Greater awareness of your organization: 1
- Greater understanding of individual works of art: 2
- Greater understanding of an art form: 2

Participation [0-8] _____

- No: 0
- Experience in program curation: 4
- Experience in performance/production of artistic product: 8
- Experience in creation/co-creation of work of art: 8

If honest answers to these last two questions do not yield at least 8 points, there is little reason to go on to the Community Engagement questions.

To what extent is a deepened understanding of the target audience/individuals an important organizational goal for this project? [0-8] _____

- Unknown: 0
- None/Minimal: 0
- Somewhat: 4
- Considerable: 6
- Vital: 8

To what extent is an organizational desire to be of service to one or more external communities or target audiences an important motivation for this project? [0-8] _____

- Unknown: 0
- None/Minimal: 0
- Somewhat: 4
- Considerable: 6
- Vital: 8

AUDIENCE DEVELOPMENT/AUDIENCE ENGAGEMENT TOTAL _____



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