



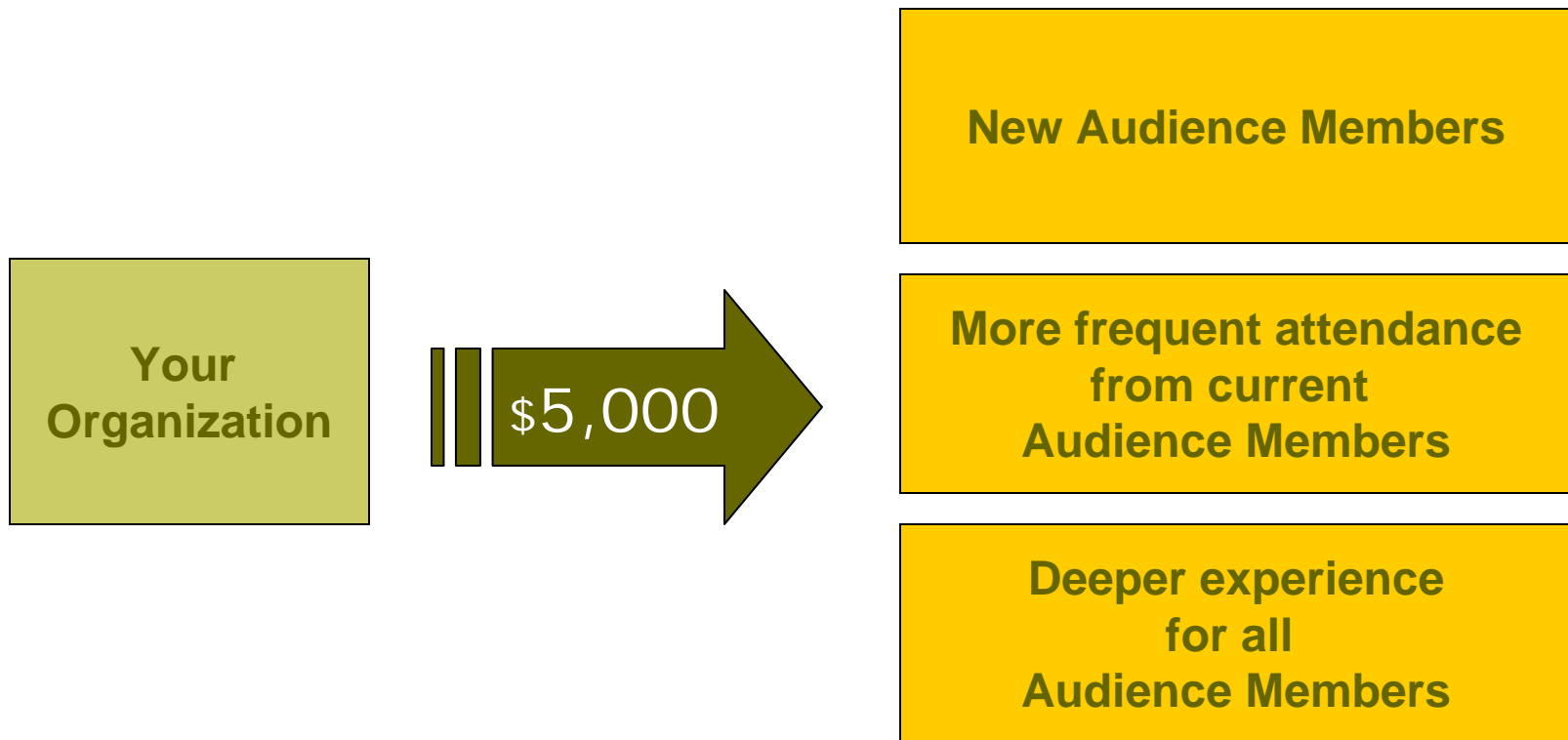
BNY MELLON



Audience Development Fund 2010

GREATER PITTSBURGH **Arts** COUNCIL
Empowering the people who give us art.

What is the goal of the grant?



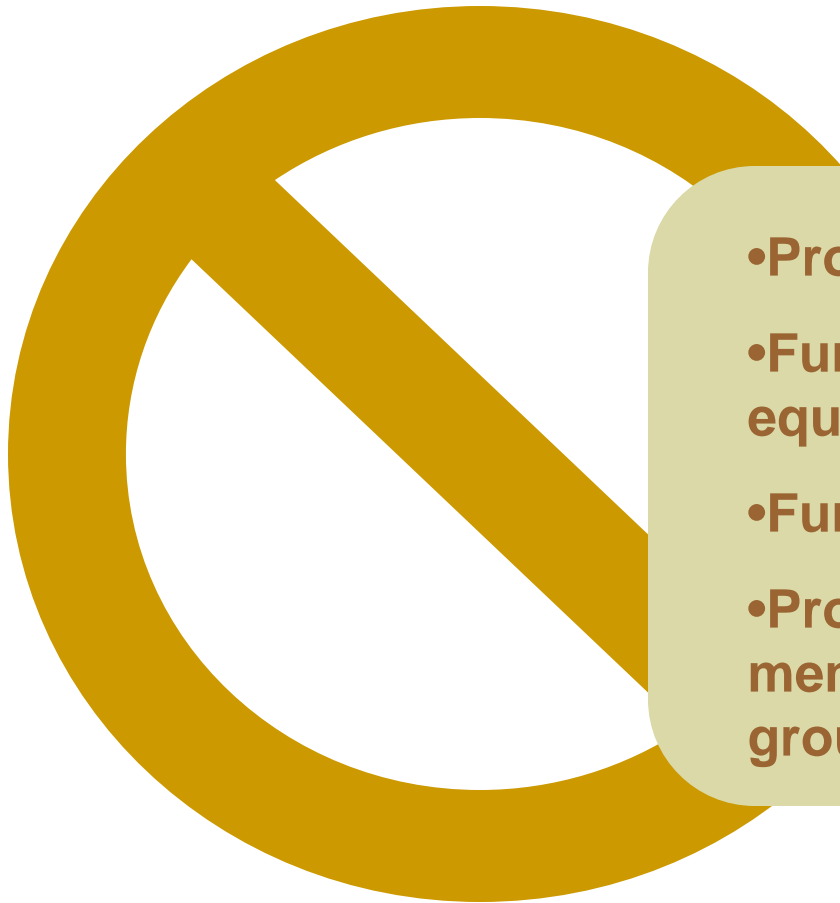
Can I apply?

- ❑ Arts organizations with nonprofit 501 (c) (3)
No fiscal sponsors
- ❑ Operating budget less than \$2 million
- ❑ Did not receive BNY Mellon Audience Development funds in the last 18 months

What projects could be eligible?



What projects won't be funded?



- Projects not open to the public
- Funds to be used to purchase equipment >\$500
- Funds used to pay staff
- Projects that only benefit your membership base or sectarian group

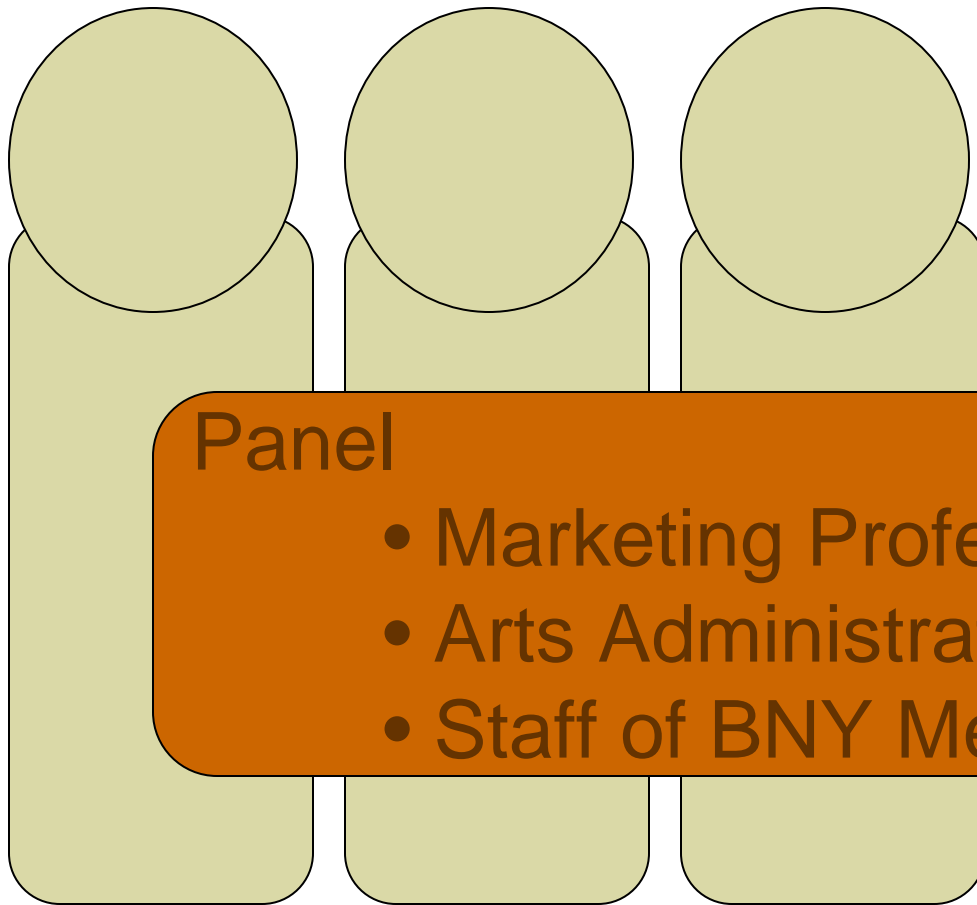
When is my deadline?



What's the timeline?

- Awards will be announced in late February 2010
- Projects must be completed by March 1, 2011

Who makes funding decisions?



Panel

- Marketing Professionals
- Arts Administrators
- Staff of BNY Mellon

The Application

GREATER PITTSBURGH Arts COUNCIL

Empowering the people who give us art.



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BNY Mellon Audience Development Fund – 2010 Guidelines

What is the Purpose of this Grant?

Together, the Greater Pittsburgh Arts Council and BNY Mellon want to help you reach patrons with your art. Maybe the same people have been coming to your shows or exhibits for years, and you would like to see some new faces. Maybe you'd like to deepen the perspective of those who already come, so that they think about your work in new ways. Or maybe you're not sure who is coming, and you'd like to find out and take action. If so, we invite you to design an innovative audience development project (something outside your usual marketing efforts) and apply for up to \$5000 to make it happen!

Who Can Apply?

Eligible applicants include arts organizations (from any artistic discipline) with 501(c)(3) nonprofit status from the IRS and operating budgets under \$2 million. Preference will be given to organizations located within Allegheny County. Organizations that were funded in the previous 18 months may not apply.

What is the Application Timeline?

Applications must be postmarked by **January 15, 2010**. Awards will be announced in late February, and projects must be completed by March 1, 2011.

What Types of Projects are Eligible?

We're open to your creative ideas, but if you need some examples, eligible projects might include:

- Outreach programming designed to develop target markets and/or build diversity
- Group sales program development
- Collaborative marketing efforts with other nonprofit groups
- Brochure underwriting
- Website development
- Market research
- Branding/rebranding

A project will **not** be funded:

- If it is not open and marketed to the public
- If it benefits only your membership base
- If it is solely sectarian in design and purpose
- To purchase equipment that costs >\$500
- To pay staff

Proposals should include:

Section One: Organizational Information

1. A one-page organizational overview, including mission, recent accomplishments and specific population served (geographic area, age, ethnicity, etc.)
2. A one-page description of current marketing efforts, including results, impact and conclusions that have taken place in the past year. Describe your formal marketing plan, if applicable.
3. A one-page, organizational operating budget for most recently-completed fiscal year.

Section Two: Project Information (no more than 3 pages total)

4. Description of the proposed project in the context of your overall marketing plan, which you described in question two. Include the time frame for project completion.
5. Project's specific target audience and anticipated results. How will the project change the population you currently serve, as you described it in question one?
6. Plans for tracking the project's effectiveness. How will you measure the results described in question five?
7. Plans for applying improvements in audience development to future efforts (beyond the time frame of this grant).
8. Detailed project budget including other sources of funding (if applicable).

Attachments

9. Board of directors, listed with professional affiliations
10. Staff (paid or unpaid), listed by name and position
11. Copy of organization's 501(c)(3) status letter from the IRS
12. One sample each of current marketing materials

(continued on reverse)

GREATER PITTSBURGH Arts COUNCIL

Empowering the people who give us art.

Application Section 1

Organizational Information

1. Overview of mission, specific audience served, recent accomplishments etc. (1 pg)
2. Current Marketing Efforts (1 pg)
3. Organizational Operating Budget (1 pg)
(Actual report of last FY)

Application Section 2

Project Information

4. Description of proposed project, in the context of your overall marketing efforts.



Application Section 2

Project Information

4. Description of proposed project, in the context of your overall marketing efforts.



Application Section 2

Project Information

Audience
Development
Project

4. Description of proposed project, in the context of your overall marketing efforts.
 - ❑ **What?** Specific tasks, strategies and methods involved with the project
 - ❑ **When?** Dates/timeframe for each task
 - ❑ **Who?** Staff, volunteers, collaborating organizations responsible for each task, and their qualifications

Application Section 2 (cont.)

Project Information

Audience
Development
Project

5. Project's specific target audience

Let's play a game...

Target Audience Game

Strong or Weak Target Audience?

“Local residents from all communities and ethnicities in Pittsburgh age 16-45”

Target Audience Game

Strong or Weak Target Audience?

“The racially diverse population of Pittsburgh’s East End, w/ a focus on high school-aged residents of East Liberty and Shadyside”

Target Audience Game

Strong or Weak Target Audience?

“Pittsburgh users of Facebook
and Twitter”

Target Audience Game

Strong or Weak Target Audience?

“Our current audience members who are on Facebook, and their immediate friends”

Target Audience Game

Strong or Weak Target Audience?

“An audience diverse in age, ethnicity, income level, geographic location, and exposure to visual art”

Target Audience Game

Strong or Weak Target Audience?

“Youth from the Pittsburgh
LGBT and allied community”

Target Audience Game

Strong or Weak Target Audience?

“Families w/ children, living in a 2-mile radius of the theatre, who have never attended our shows”

Application Section 2 (cont.)

Project Information

Audience
Development
Project

6. How will you measure the results?

Track the project's effectiveness so you can **know** if you've developed your audience



- Post-show Surveys
- Email Clicks/Web visits
- # of First-Time Attendees
- Be Creative!

Application Section 2 (cont.)

Project Information

Audience
Development
Project



7. Plans for applying what you've learned after the grant cycle is finished

Imagine how you might build on this project down the road!

Application Section 2 (cont.)

Project Information

Audience
Development
Project

8. Detailed project budget

Income = Expenses

- Where else are you getting funds to support the project?
- How will the funds be spent on your proposed audience development project?



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Attachments:

9. List of Board of Directors
10. Staff listed by name and position
11. Copy of 501(c)(3) status letter
12. Samples of current marketing materials

How will my application be scored?

Context:

- How well does the proposed project relate to the organization's mission, long-range plans and audience development plans?
- How well does the applicant understand its existing audiences and the impact of its current audience development efforts?

5	4	3	2	1
Exemplary	Very Good	Good	Acceptable	Unacceptable

How will my application be scored?

Project Design:

- How well does the applicant articulate the components of the project, target audience(s) and anticipated outcomes?
- Does the organization have sufficient capacity to carry out the project as described? Has the applicant applied best practices in designing the project?

5	4	3	2	1
Exemplary	Very Good	Good	Acceptable	Unacceptable

How will my application be scored?

Impact:

- ❑ Has the applicant built in realistic plans for tracking the project's results?
- ❑ Could the anticipated results have a positive change on the composition or experience of the organization's audience?
- ❑ Will the applicant be able to apply the information it gains from this project to subsequent efforts?

5	4	3	2	1
Exemplary	Very Good	Good	Acceptable	Unacceptable

When is my deadline?



Questions?



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Group Exercise: part 1

- Describe the typical person that attends your arts organization's events
 - Be specific: neighborhood, county, age, ethnicity, gender etc.
 - Have fun: Do they read books? Did they go to college? What do they watch on TV? What cars do they drive?

Group Exercise: part 2

- Who are the people that might be interested but who are not coming to your events/shows?
 - Be specific: neighborhood, county, age, ethnicity, gender etc.
 - Have fun: Where do they hang out? What movies do they see? What other arts events do they patronize? At what places might they overlap with your current audience?

Group Exercise: part 3

- How might you attract these people that are not currently coming to your shows?
 - Be specific: What things have already been done to reach them? Was it successful or not? With more resources at your fingertips what could you do?
 - Have fun: No idea is dumb. What risk might you take that could have big payoff?

Let's hear it...

What did you come up with?

Questions?

- Contact:
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 - dseals@pittsburghartscouncil.org

- Information posted at:
www.pittsburghartscouncil.org