

Strategies for Putting out the Welcome Mat

Identifying Communities	Discovering what barriers there are for these communities	Reducing barriers
<p>Who do you serve now? Who is in the community? Who should you be serving? (Mission)</p> <p>Measure community by: Demographics Affinity/Interest Ability Experience Geography Historically marginalized Politics</p> <p>Who are other organizations serving? What happens when demographics in your community shift?</p>	<p>Participation in the arts vs. basic needs Inexperience with your art form Inexperience with philanthropy Communication Transportation Limits and Difference: Body Mind Spirit Customer Service needs Interest</p> <p>Size of gap between them and you Financial limitations are real limitations to breadth and depth ASKI</p>	<p>Workshops and discussions Access programs: Childcare Transportation Free/Discounted admission Change environment Messaging Internal training Internal diversity Consideration of ethics of engagement Reciprocal relationships Deliberative practice Make space for action and feedback from those excluded Showing up Breaking bread Partner with others doing same work</p>

Engaging interests	Measuring success	Dealing with failure
<p>Focus on uniting elements Group discussion PR Missionaries and advisors Partner with others who are succeeding Transparency Accountability Dedicated committee Delegate leadership Programming that reflects them Interactive programs Participatory programs</p>	<p>Increase in numbers Increase in interest Surveys Social media Retention Relationships Plan for long term: Dedicated staff Realistic goals Tangible commitments Capturing contacts Key players Shared celebration ASKI</p>	<p>Tenacity Patience Faith Honest conversations Embrace risk Roll with it, adjust on the fly Not failure, "learning" Transparency and collaboration - Learn WITH Analyze, what was inadequate or misguided: People Resources Quality Spirit Commitment Communication Document learning</p>