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**An Initiative of The Arthur M. Blank Family Foundation**

**2018 Audience Building Roundtable Program**

Audience Building Roundtable Member Organizations are eligible for:

1. Monthly Workshops / Peer Learning Sessions
2. Consulting Support / Grants
3. Large-Scale, Multi-Year Audience Building Innovation Project Grants
4. Audience (Patron) Retention Study
5. Blogs, Podcasts, Knowledgebase, Website as Resource
6. PR/Media: support for pitching/coverage
7. Audience Building Summit Participation

**2018 Audience Building Roundtable Membership Requirements**

**Fulfillment of requirements results in eligibility to participate in all program elements listed above.**

1. **Each member organization sets a goal for audience building for 2018.** 
   1. Goals will be shared among the Roundtable’s membership to facilitate peer sharing and learning among organizations with similar goals. Goal sheets were completed at the 12/14/17 Roundtable meeting.
2. **At least one designated attendee from each member organization must attend 100% of the monthly meetings/workshops.** The “designated attendee” can be the *executive director or managing director, marketing lead staff person, or development lead staff person.*
   1. If the organization does not have a paid staff person, the volunteer executive director or a board member may fill the role of the designated attendee.
   2. If the marketing or development staff person is the designated attendee, the executive director or managing director must attend at least 6 of the meetings throughout the year, including the summit.
   3. A board member must attend at least 3 of the meetings throughout the year, including the summit.
3. **Each member organization will submit earned income and contributed income financial results** to an outside evaluator/auditor selected by the Foundation. This information will include but may not be limited to the Form 990.
4. **Each member organization will submit a quarterly** report (March 31, June 30, September 30, December 31.) A template will be provided. The report will ask for:
   1. Audience retention data
      * *This is required from the 10 organizations who have participated in a patron retention study*
      * *This is strongly encouraged for all other member organizations*
   2. Number of tickets sold for the prior quarter, if you are a ticket-selling entity
   3. Revenue from ticket sales for the prior quarter, if you are ticket-selling entity
   4. Number of individual donors for the prior quarter
   5. Revenue from individual donors for the prior quarter
   6. Organization chart with position titles for all paid staff
      * *If no paid staff, submit your board org chart showing committee structure*
   7. (Brief) narrative description of the organization’s experience with at least one audience building strategy/experiment during the prior quarter

**2018 Baseline Expectations of**

**Audience Building Roundtable Member Organizations**

1. Each member organization can identify its target audience(s)
2. Each member organization collects audience data
3. Each member organization deploys methods to attract new audience members
4. Each member organization utilizes the patron ladder model to deepen relationships with audiences