

AUDIENCE BUILDING & COMMUNITY ENGAGEMENT

In the arts

MANAGE YOUR EXPECTATIONS

■! Declining audiences

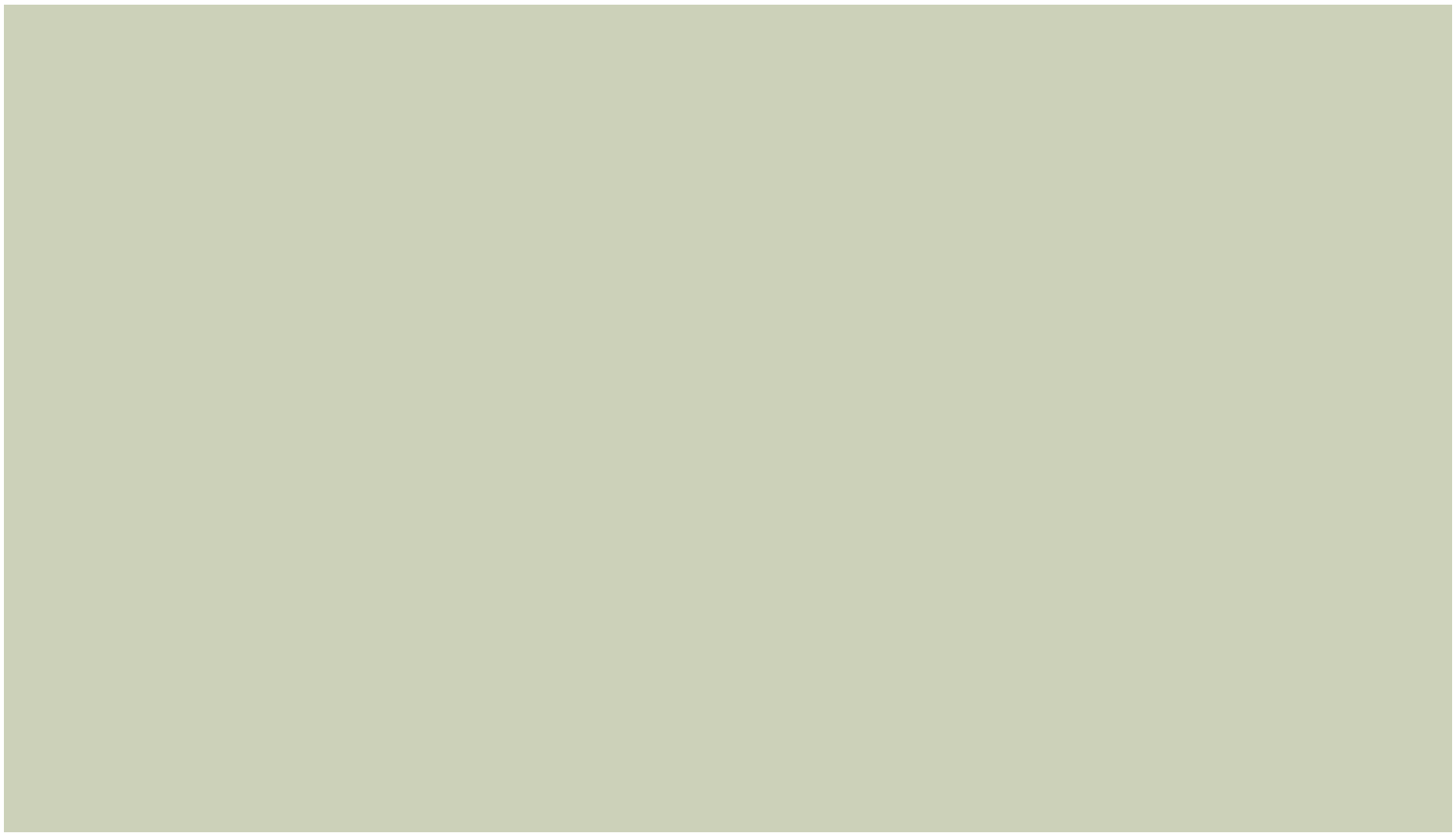
- ! Overall rate of participation in “benchmark” arts dropped 8% 1992-2012 (41% to 33% of Americans)

■! Why?

- ! Waning arts education
- ! Changing demographics
- ! Competition for leisure time (including 25% MORE arts groups)
- ! Technology boom (more people experience the arts virtually, rather than in person)

■! Where is your money coming from?

- ! Earned income: ticket sales, merchandise, food/alcohol, etc. (25-50%)
- ! Supplemental income: individual donations, foundations, etc. (50-75%)

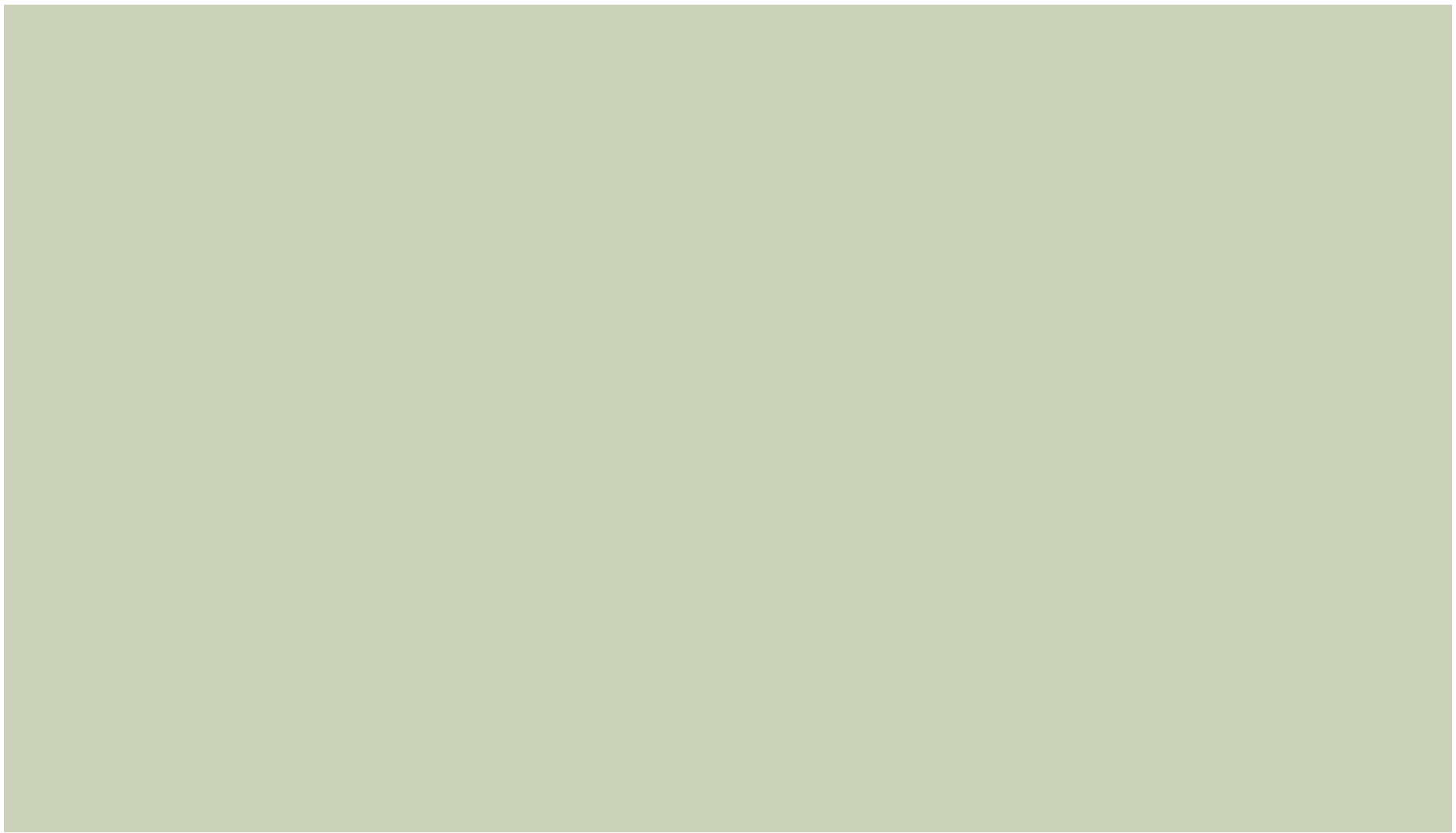


KNOW YOUR AUDIENCE

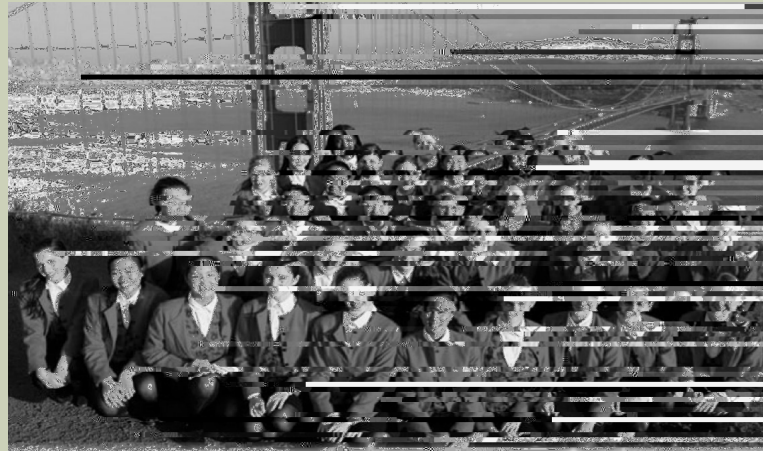
- ! There is no one approach for all artists or audiences
- ! MARKET RESEARCH
 - ! Age
 - ! Gender
 - ! Location
 - ! How did they hear about you?
 - ! Other interests
- ! Surveys, raffles with donated prizes
- ! Who's coming?
- ! Who's NOT coming?
- ! Are YOU your ideal audience member?
- ! Where do people congregate?
 - ! Libraries
 - ! Places of worship
 - ! Schools (parents too)

■! TELL YOUR STORY

- ! What communities are you a part of?
- ! What audiences are you a part of?
- ! Become a member of other communities
- ! Be physically present and speak well
 - ! Public Speaking Workshop next Thursday at 12pm, Salon—pizza!
- ! Leave “breadcrumbs”
- ! Identify your “ambassadors”
- ! Engagement vs. Filling the House
- !



PERCEPTION



San Francisco Girls Chorus
marketing photo comparison

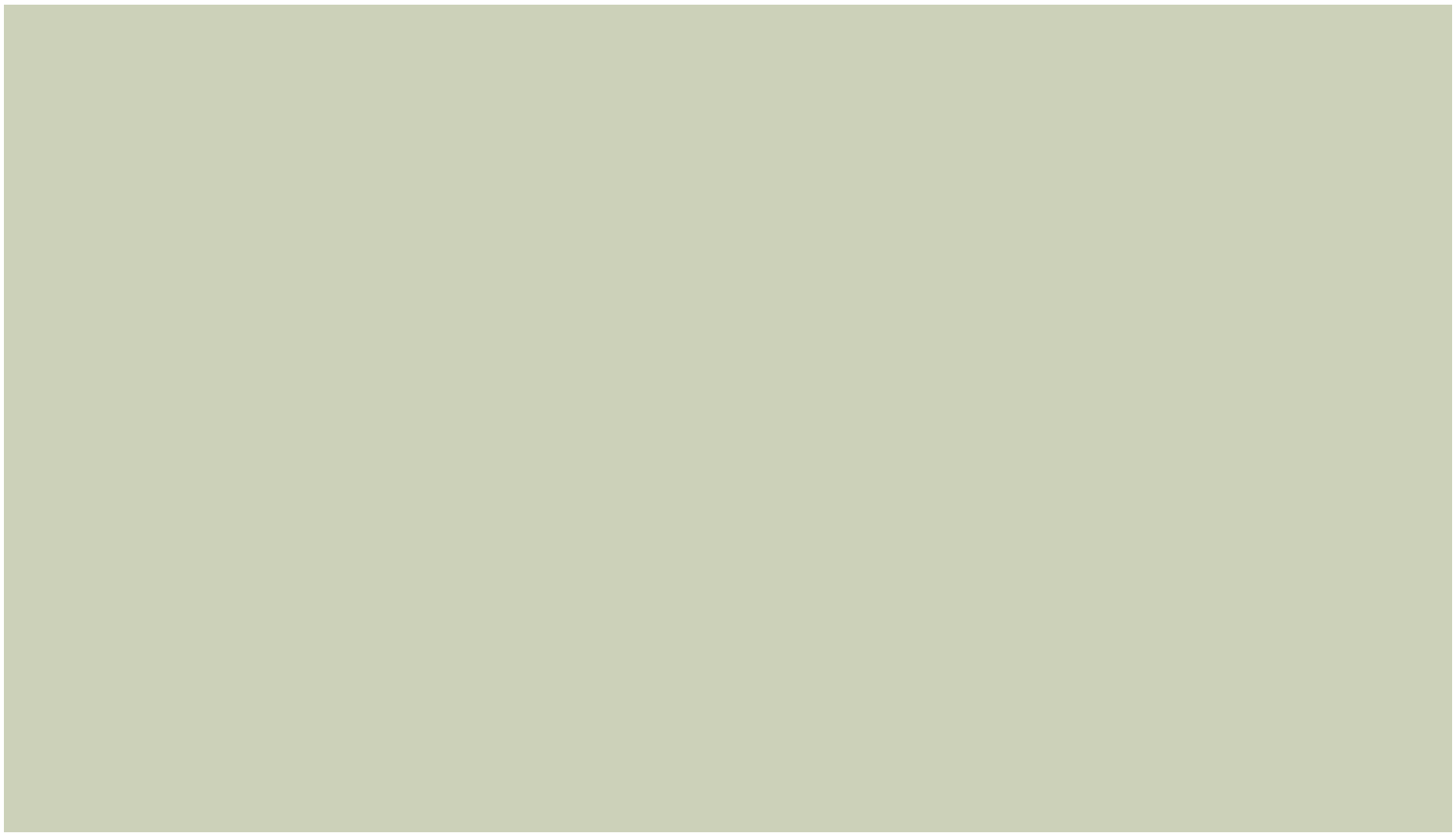
■! Not budget limited!

PHYSICAL MARKETING

- Business cards
- Postcards
- Posters
- Stickers
- T-shirts
- Other merch
 - Be creative, unique, personalized
- Ad trades
- Print ads (newspapers, etc.)

SOCIAL MEDIA

- ! Not (primarily) for advertising
- ! ENGAGEMENT: Tell stories, build community
- ! Post when you have something to say
- ! Have a consistent voice
- ! Post regularly and at effective times
 - ! Tues-Thurs, 10-3pm
 - ! [Hootsuite](#)
- ! [Alvin Ailey American Dance Theater](#)



QUESTIONS?

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