

# INTERNATIONAL PARTNERSHIP

**1. Why OAC Support** Nonprofit organizations across America, including arts organizations, are financed in part through contributions from individuals, foundations, corporations and government entities. Every nonprofit organization makes a conscious decision to seek funding from one or more of these sources. The Ohio Arts Council, a government entity, is a steward of state and federal tax dollars paid by all Ohio citizens. With this in mind: Why does your organization merit public funds from the OAC?

**2. Organizational Operating Capacity** All nonprofit organizations exist to offer programs and services in a given community. Opportunities to participate directly with your organization must be relevant and valuable to people. Organizations must have a vision of their future that is supported by core values and a mission statement that provides direction and purpose for the organization. An organization's operating capacity encompasses human and financial resources along with partnerships necessary to produce meaningful arts experiences. With this in mind:

- Briefly describe the most critical resources which enable your organization to provide valuable programming. Which of the following areas are the greatest assets which allow your organization to provide value to the community: funding, existing organizations, potential partners, staff, volunteers and board members, time, facilities, equipment, supplies, other assets?
- Which of the following are critical risk factors your organization must address as it implements its mission and goals and why: attitudes of people in the community or the organization, lack of resources, policies, laws, regulations, geography, other factors?

**3.** Summarize your project remembering to include the following: what will happen, when and where activities will occur and who will be the key personnel?

**4.** What is your plan to notify the appropriate United States and foreign officials who are involved with this international project?

**5. Cultivating Participation** The RAND *Behavioral Model of Participation* (see "Guidelines") shows that people must first perceive they will personally benefit from participating in your programming – e.g., a person's positive inclination toward participation, practical barriers such as price, location, and time of can become important. If those who participate have an experience that provides sufficient benefits that meet or exceed their expectations, they are likely to return and encourage others to participate. With this in mind:

- What specific strategies are you using to persuade people to participate directly in your programs (e.g., innovative communication strategies, preperformance lectures, programming in non-traditional venues such as churches, libraries, malls, etc.)? What have you done to eliminate the perceptual, practical and experiential barriers for participating in your activities? How are people responding to your efforts?
- If you plan to continue reaching more participants who are similar to the people you are currently serving, provide some ideas on how deepening participation can result in increased contributed income or can further reveal deepened public value to others in your authorizing environments.
- If you plan to engage a new or different segment of your community, tell us about that segment. How will your organization overcome perceptual strategies, reduce practical barriers, cultivate relationships and create meaningful, transformative experiences? How will you gather information on the personal, social and community value that is created?

**--over for more questions--**

## Ohio Arts Council Application Narrative Questions

**6. Participants Benefiting** Over the years, arts organizations have become proficient at determining the attributes of potential program participants. However, attributes such as income levels and zip codes are not adequate for determining the inclination of people to participate. New research provides a framework to help improve our understanding of how to increase motivation, decrease barriers and create transformative experiences that encourage participants to return and bring their peers and family members. With this in mind: Who are the participants (e.g., adults, children, seniors, ticket buyers, visitors, members, volunteers) directly experiencing your organization's programs and services? What methods does your organization use to track and measure your performance and participant response to your activities?

**7. Value of Participation Experiences** When an organization receives public funding through the OAC, they are expected to communicate publicly about the value of that funding. These communications serve to illuminate the value provided by the organization to members of the community. With this in mind: What is the effect of these participation experiences on people, their relationships with others, their communities and the state?