



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

Submission Information

Include **only** information and materials that are directly related to the above criteria. Please do not staple or bind proposal. Requests should be signed by the contact person and executive director (if different). If the proposal is a collaborative request, also provide signatures for partner organizations. Do not include a copy of the guidelines with your application. Please complete the cover sheet provided and mail proposals to:

BNY Mellon Audience Development Fund
Greater Pittsburgh Arts Council
707 Penn Avenue, 2nd Floor
Pittsburgh, PA 15222

Applications must be postmarked by **Friday, January 15, 2010**. If you have questions, contact David at 412.391.2060 x227 or dseals@pittsburghartscouncil.org.

BNY Mellon Audience Development Fund
Cover Sheet

Name of Arts Organization

Name of Contact Person

Title of Contact Person

Executive Director's Name (if different from above)

Street Address

City

State

Zip + 4

County

Daytime Phone

Evening Phone

Cell Phone

Fax Number

Email: _____

Do you check email daily?

Y N

Please list your Employee Identification Number (EIN): _____ (ex. 00-0000000)

Grant Request Amount: _____ (may not exceed \$5,000)

Please provide a one sentence description of the project for which you are applying:

Project start date: _____

Project End Date: _____

Enclosures

I have fully read the application guidelines and have enclosed the following information:

- Organizational overview and current marketing efforts (2 pages)
- Organizational Operating Budget (1 page)
- Project Description and Budget (3 pages)
- Staff (paid or unpaid), listed by name and position
- Board of directors, listed with professional affiliations
- Copy of organization's 501(c)(3) status letter from the IRS
- One sample each of current marketing materials

(Please continue to next page)

Certification and Statement of Assurances**The applicant certifies, represents and warrants that:**

1. The information contained herein and in all attachments and supporting material is true and correct, the filing of the application has been duly authorized by the governing body of the applicant.
2. The applicant accepts in advance any grant awarded by the Greater Pittsburgh Arts Council, agreeing (a) that any funds received as a result of the application will be expended solely for the described project, (b) to such other restrictions, conditions, and changes as the Greater Pittsburgh Arts Council may impose, unless the applicant objects within 30 days of mailing of the award letter setting forth the terms of the grant in writing.

Applicant Signature**Date**

Applicant Name *(typed)*

Executive Director Signature *(if different than Applicant)***Date**

Executive Director Name *(typed)***SUBMISSION****Please mail signed application by the January 15, 2010 postmark deadline to:**BNY Mellon Audience Development Fund, Greater Pittsburgh Arts Council, 707 Penn Avenue, 2nd Floor, Pittsburgh, PA 15222-3401, or fax to 412.394.4280.**Questions?** Contact David Seals at dseals@pittsburghartscouncil.org or 412.391.2060 x227.