Recognize When Change Is Needed
Respond to audience challenges and opportunities that matter to your organization’s future.

Identify the Target Audience that Fits
Focus on a group receptive to your art form and organization, and that leaders agree makes sense to pursue.

Take Out the Guesswork
Use audience research to understand the target group’s views on your organization and art form.

Think Through the Relationship
Develop a vision for how the target audience will interact with your organization.

Provide Multiple Ways In
Offer a variety of engaging experiences to introduce the target audience to your organization and art form.

Align the Organization Around the Strategy
Make sure organization leaders and staff understand and embrace the strategy and their roles in it.

Build in Learning
Experiment. Evaluate. Adjust. Repeat.

Prepare for Success
Plan for the heavier workload and new staff skills that serving new audiences requires.

Expanded and Engaged Audiences

This infographic summarizes The Road to Results: Effective Practices for Building Arts Audiences, a guide based on the work of 10 arts organizations that received funding from The Wallace Foundation between 2006 and 2012 to develop audience-building initiatives. An analysis of their efforts, which were shaped by audience research and then evaluated, revealed nine factors contributing to their success. To read the report and see other Wallace publications about audience building, visit www.wallacefoundation.org.