

## Strategies for Putting out the Welcome Mat to Engage Diverse Constituents

<b>Identifying Communities</b>	<b>Discovering what barriers there are for these communities</b>	<b>Reducing barriers</b>
Who do you serve now?	Participation in the arts vs. basic needs	Workshops and discussions
Who is in the community?	Inexperience with your art form	Access programs:
Who should you be serving? (Mission)	Inexperience with philanthropy	Childcare
Measure community by:	Communication	Transportation
Demographics	Transportation	Free/Discounted admission
Affinity/Interest	Limits and Difference:	Change environment
Ability	Body	Messaging
Experience	Mind	Internal training
Geography	Spirit	Internal diversity
Historically marginalized	Customer Service needs	Consideration of ethics of engagement
Politics	Interest	Reciprocal relationships
Who are other organizations serving?	Size of gap between them and you	Deliberative practice
What happens when demographics in your community shift?	Financial limitations are real limitations to breadth and depth	Make space for action and feedback from those excluded
	ASK!	Showing up
		Breaking bread
		Partner with others doing same work
<b>Engaging interests</b>	<b>Measuring success</b>	<b>Dealing with failure</b>
Focus on uniting elements	Increase in numbers	Tenacity
Group discussion	Increase in interest	Patience
PR	Surveys	Faith
Missionaries and advisors	Social media	Honest conversations
Partner with others who are succeeding	Retention	Embrace risk
Transparency	Relationships	Roll with it, adjust on the fly
Accountability	Plan for long term:	Not failure, "learning"
Dedicated committee	Dedicated staff	Transparency and collaboration - Learn WITH
Delegate leadership	Realistic goals	Analyze, what was inadequate or misguided:
Programming that reflects them	Tangible commitments	People
Interactive programs	Capturing contacts	Resources
Participatory programs	Key players	Quality
	Shared celebration	Spirit
	ASK!	Commitment

		Communication
		Document learning