

## Seeding Community Engagement Arts Council of Greater New Haven

### The How- to Guide

1. Set Budget- we budgeted \$10,000 for project stipends
2. Determine Project Timeline and Guidelines

#### Our Timeline

August: Draft Request for Proposals

September: Announce Project/Release RFP (via email, social media, press release)

November 1: Proposal Deadline

November: Proposal review and decisions

December 1 to June 30: Project period

August: Final reports due from recipients

3. Draft Request for Proposals and Review Criteria\*
4. Review Proposals/Select Recipients
5. Issue Contracts
6. Follow progress of projects, mentor artists as needed, aid in promotion

#### Excerpts from our RFP ( which we intentionally made SIMPLE)

**OUR goal:** To engage community members in making and experiencing art that reflects and is relevant to their lives.

**Project Expectations:** We are seeking projects that invite the public to participate in the creative process (making art **with** rather than **for** people). Our region is already abundant with concerts, exhibits, plays etc. But for this opportunity, we're inviting you to think differently about engaging with community members. This is a chance to experiment, to consider how you might use the arts to help participants explore an issue, reflect on their lives, interact with their neighbors.

#### **Requirements:**

1. Projects must take place between December 1, 2014 and June 30, 2015 in one of the 15 towns served by the Arts Council.
2. Artists selected to implement projects must communicate with the Arts Council during the course of project planning and implementation so we can help promote the project (as appropriate)
3. Selected artists/organizations will be responsible for submitting a final report following completion of the project.

Proposals should include the following information:

1. **Contact Information:** Name of Artist or Organization (if organization, name the contact person), Address, Phone Number, and Email Address

**2. Project Goal:** Why do you want to do this project? Does your project use the arts to address a community issue? Pose a question? Build community? How will you know your project is a success? How does this project intersect with your own organizational/professional/artistic/social goals?

**3. Description:** Please explain the project clearly, and state explicitly what artists will lead the project, how participants will be involved and where the activity will take place. How will you recruit participants?

**4. Project Partner(s):** If you intend to reach a particular population, will you work with a community organization? If so, please list and indicate if you have communicated with your intended partner(s).

**5. Qualifications:** What is your experience as an artist/arts organization? Have you initiated any community engagement projects in the past?

**6. Timeline:** Outline a brief work plan including the approximate date/time for the project.

**7. Budget:** State the amount you are requesting (\$1,000 to \$2500). What are your project costs? Please provide a breakdown of projected expenses (artistic fees, materials equipment etc.) Indicate if you have any other source of revenue for the project.

***Total proposal should be no more than 3 pages long.***

Resources from projects that inspired us:

Laundromat Project

[www.laundromatproject.org](http://www.laundromatproject.org)

Open Field, a project of the Walker Art Center

<http://blogs.walkerart.org/openfield/>

Make Music New York

<http://makemusicny.org/>

Trolley Dances

<http://www.sandiegodancetheater.org/trolleydances2013.html>

Other examples can be found at <http://animatingdemocracy.org/profiles-directory>