

## QUESTIONS ABOUT ENGAGING YOUR COMMUNITY IN YOUR NONPROFIT SPACES

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Artist Run Centres and Collectives of Ontario

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1. Question: My arts organization wants to start tailoring our creative space and programs to a younger audience, but we're not sure where to start. Any ideas?

Answer: Best place to start is with the 41 system of engagement (slide 25 in the presentation). *Identify* your target audience in a specific way (i.e. don't just say "I want to engage the public"). Narrow it down to something like boys between the ages of 10-13. *Inform*: what is the best communication vehicle to reach your target audience? (Facebook, Twitter, pin-on buttons). Next, *involve* them in what your organization is doing. Connect with this audience so they feel special and get to the next step which is *invest* in your organization and creative space.