



greater hartford
arts council



**Business Volunteers
for the Arts**

A Program of **Americans for the Arts**

Organization Interview Assessment

ORGANIZATION INFORMATION

Arts Organization: _____

Mailing Address: _____

City, State, Zip: _____

Contact and Title: _____

Contact's Phone and Email: _____

Interviewer: _____

Date: _____

Board

- A. How engaged is your board in the activities and committees of the organization?

- B. Is your Board representative of the community served by the organization and that supports the organization?

PROGRAM

- A. Does your organization have a multi-year strategic plan? If so, describe some of the goals that are currently underway.

- B. Does this project address a need of the strategic plan?

FINANCIAL

The following questions are only for those organizations interested in finance projects.

- A. Annual budget:

- B. Is there a deficit? Amount?

- C. Are systems computerized?

D. Please Identify key staff involved in the finances.

E. Is there a long-term financial plan? If so, describe.

F. Have income and expense projections been reasonably accurate over the last three years? If not, please explain.

FUNDRAISING

A. Who has primary responsibility?

B. Is there an annual fundraising plan?

C. Describe major changes in fundraising strategies and success/failure over past three years.

VOLUNTEERS

A. Has the organization had a BVA volunteer previously? If so, please describe.

B. Was the project a success? If not, why?

C. Is there an on-going, organized volunteer program? If so, describe, include staff involved in managing the volunteer program.

MARKETING AND PUBLICATIONS

A. Is there a marketing/public relations plan? If so, describe.

B. What are the major vehicles for promoting the organization (describe)?

- 1) Brochures
- 2) Promotional Mailings
- 3) Advertising
- 4) Annual Report
- 5) Social Media
- 6) Other

C. Have you ever done an audience survey? If so, when was the last time? Please describe results.

CHALLENGES

A. What are the three major challenges currently facing your organization?

BUSINESS ASSISTANCE REQUEST INFORMATION

A. Specific requests for BVA volunteer assistance, please fully describe project:

What is needed:

Goals to be accomplished:

Who will be involved:

Projected timeline:

B. Volunteer expectations:

Time commitment:

Experience level:

Work style: