



**8** Ways To  
Make Arts  
Organizations  
**MORE HUMAN**

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## ABOUT THE AUTHOR + ILLUSTRATOR



**Rohit Bhargava**  
**Author**

Rohit is one of the world's leading experts on bringing more humanity back to organizations. His second book *Likeonomics* is a *Global Marketing* best seller and has been featured in the *Harvard Business Review*, *NY Times* and other impressive places. He started his career writing screenplays and has worked on promoting plays, cartoons and movies in his marketing career. Rohit presentations have been viewed by more than 1 million people online and he has keynoted over 100 events across the world and never given the same talk twice.

For more ebooks, presentations and daily thinking on marketing - visit Rohit's site at  
**[www.rohitbhargava.com](http://www.rohitbhargava.com)**

Or get an excerpt of *Likeonomics*:  
**[www.likeonomics.com/superexclusiveexcerpt](http://www.likeonomics.com/superexclusiveexcerpt)**



**JP Morales**  
**Illustrator and Designer**

JP is a New York City based illustrator and designer. He graduated from Parsons The New School for Design in 2010 with a Bachelors of Fine Arts in Illustration. His work has been exhibited at the Aronson Gallery and the Art Directors Club in New York.

**[jpsketch.net](http://jpsketch.net)**





# 8 Ways to Make Arts Organizations More Human

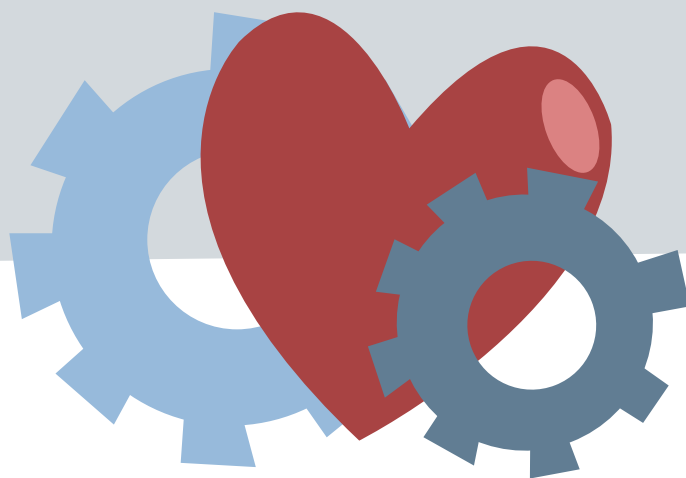
Let me start with an unexpected confession: I already know you don't need this book. Not exactly the way that most books start, but then again, this isn't going to be like most books. And if you have picked this one up (or rather, downloaded it!), you probably have a very specific idea of what challenge you want to solve with it. Maybe you need to find more well heeled benefactors to allow you to do what you do. Or perhaps you are looking for more creative ways to build your audience and fill your venue.

The fact you already know is that people follow their passions. So the usual advice you might see is to just focus on getting more people to be passionate about what you DO ... and you'll see all the benefits you want. The only problem is that is notoriously hard to do. How do you awaken a love for poetry or painting in a 45 year old person who has already spent much of their lives without this passion? Of course we can do it, and we should all try.

But what if selling passion for the arts wasn't the best way to build a more successful arts organization? What if it takes something else? The aim of this book is to share the real secret to building more audience passion that leads to better fundraising, more community support, and increasing your audience. The "secret" is simple: you need to make your arts organization more human.

It sounds simple, doesn't it? Yet it's an ironic fact that the very organizations devoted to celebrating the best of our humanity (like yours!) can sometimes easily overlook the power of it. When you celebrate the people behind the production, you create more authentic connections. And when you make this a core part of how you run your organization, the bonds with the people who support you get deeper and deeper. So how can you do it?

Building a more human organization takes a focus on four priorities - Truth, People, Story, and Personality. This ebook will offer you 8 ideas you can use today to make your arts organization more human.



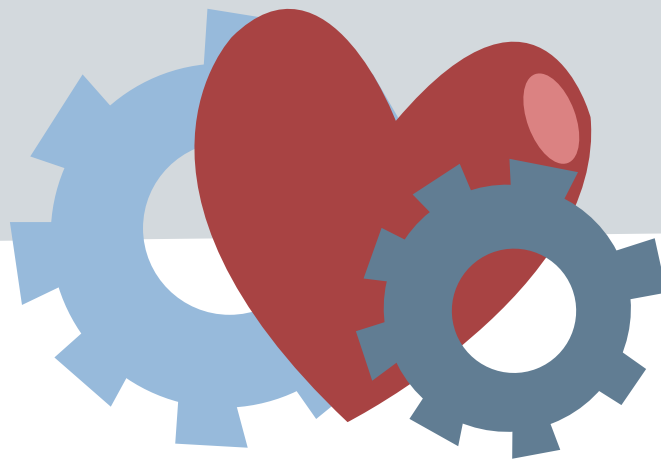
**PRIORITY**



## **Tell The TRUTH**

- 1.** Let your audience behind the scenes - There is an appeal to going "back stage" that is easy to underestimate, but people love the inside story. No matter what experience you are offering, the more ways you can find to bring people into the story behind it, the more likely they will be to enjoy and share it with everyone they know ... and come back for more!

- 2.** Share your outtakes - Most of us are not big fans of sharing the moments when we screw up ... but nothing makes us more human than occasionally getting something wrong. And it is those mistakes that often make us seem the most human. So the next time your actors get their lines wrong, or someone hangs a painting upside down, consider sharing that moment as a part of your story and show your audience that no one gets every detail right 100 percent of the time.





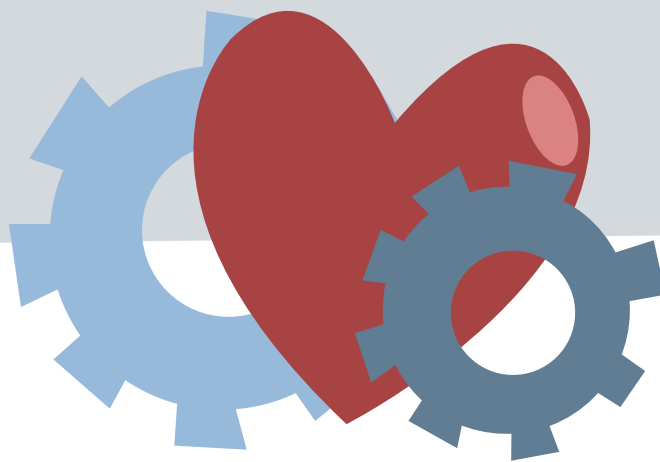
**PRIORITY**

## Connect PEOPLE

- 3.** Encourage your talent to be themselves - Every actor, painter or sculptor has a fan base - and some are bigger than others. Regardless, the more you encourage your talent to have a personality and a point of view, the more likely they are to get their own following excited about their latest efforts. In addition, they may just make some new fans among a new audience who feels a personal connection to them and their work.



- 4.** Make connections with the real influencers - In every market, there are influencers who can help promote your organization. They may be active in social media, or part of the traditional media, or local politicians. Whereever they are, if you can build your network to connect with them - you are more likely to be able to get help on a higher level from them and their personal connections.



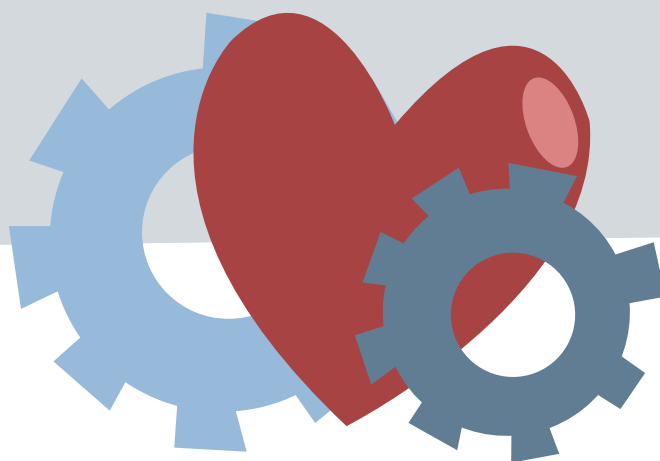


**PRIORITY**

## **Offer An Emotional STORY**

- 5.** Embrace your location - How important is your physical location to the story behind your arts organization? For many, location offers a sense of identity and connects you to the people in your region. So rather than having your location be an incidental part of your story or just a physical cross street where you happen to be, why not make it a central part of how you describe what is unique about what you do?

- 6.** Dramatize your backstory - Who was the person behind the founding of your organization? Chances are they had a vision and drive that may today seem like a dusty old part of your history. It isn't. Your latest exhibition or production isn't your only story to tell. The history of the founding of your organization and why it exists can offer an evergreen story that may seem old to you ... but definitely isn't to anyone who is a new patron of your programs.



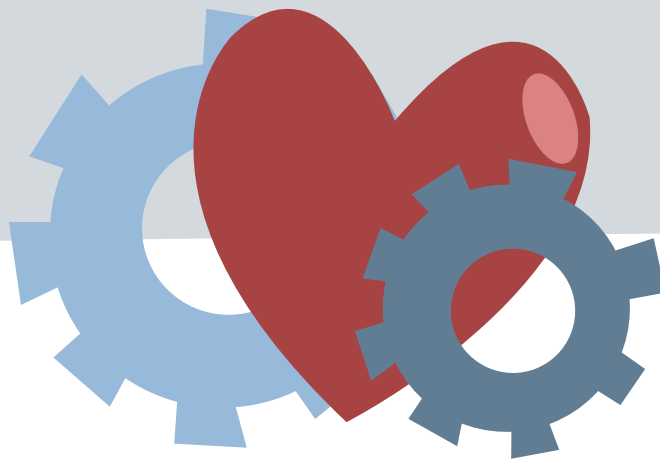


**PRIORITY**

## Live Your **PERSONALITY**

- 7.** Celebrate the quirk - Perhaps the ultimate of all marketing questions is this: what makes your organization truly unique? It is easy to try to focus on whatever program you are producing right now, but that will only ever define you for the short term. Instead, consider what it is that you do which may surprise people. It may be the personality of your artistic director - or your strange policy of leaving a particular seat in your theater hall unoccupied at all times. The city of Austin has a motto - "Keep Austin Weird." It is a declaration of their quirkiness and it works for them. How can you declare your quirkiness?

- 8.** Create a social voice - Though it is certainly a hot buzzword right now, the truth is that social media can often be a distraction. Rather than getting caught up with the latest app, think about the voice you want to have, no matter what the platform is. One ideal way to use social media is as a real time way for you to share the personality of your organization with the public. Have direct conversations. Answer questions. And do it all with a distinctive voice that matches what your organization stands for.





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