**2020 NYSCA-A.R.T./New York Creative Opportunity Fund**

**Narrative Statement Guidelines**

**Narrative Statement**

The narrative portion of the application is your opportunity to describe your organization's mission, core programming, goals for the future, and to distinguish your theatre from others in the city. It is also your opportunity to make a strong case for funding and to share with the panel the impact a grant would have on your company and it’s mission. **You should not rely on past accolades or assume any preexisting knowledge panelists might have of your work.**

Please upload a document in which you clearly address the following **FOUR** questions. Consider using section headings to break up the narrative for ease of reading. **The narrative must be a maximum of four (4) pages, 12-point Calibri or Arial font, with 1” margins. PDF format REQUIRED.**

**1. Describe the company's mission and vision, and your organizational goals.** **What is your contribution to the nonprofit theatre in New York? What is unique about what you offer to the audiences and artists you serve?**

*For independent producers or artists, describe your artistic mission and vision and your artistic goals. What is your contribution to the nonprofit theatre in New York? What is unique about what you offer to the audiences and artists you serve?*

Begin with a clear and concise mission statement (or artistic statement for independent producers and artists). Your response should explain what kind of impact you and/or the company leadership wants to have on the art form, audiences, and artists. If your work is directed toward a particular community, explain who that community is, why it is important that your theatre reach that grouping of people, and how you hope to impact them.

**2. Describe your company's core programs, or areas of work. How do they help you achieve the above stated goals in relation to your audience and mission?**

*For independent producers or artists, describe the type of work you make and/or produce, and other relevant parts of your artistic practice. How does your artistic practice and work help you achieve the above stated goals in relation to your artistic mission and the audience that attends or engages with your work?*

The applications that tend to be most successful are those that not only clearly and concisely explain the company's core programs or the artist’s work, but that also illustrate a direct relationship between the programs/work and the mission. If your theatre offers a broad range of programs, articulate the through-line that connects all programming to the mission, as well as the artistic aesthetic that makes the varied offerings unique to and representative of your theatre.

**3. Describe your company's audience, and your methodologies for connecting with that audience. What are your company's specific outreach and marketing strategies? Do you work with underserved communities, and if so, how?**

*For independent producers and/or artists, describe the audience for your work and your methodologies for connecting with them. What are your specific outreach and marketing strategies? Does your work specifically serve underserved communities, and if so, how? If you are working within other institutions or companies, how are you working collaboratively and/or independently with them to ensure your work reaches audiences?*

The applications that tend to be most successful are able to concisely and clearly describe who attends their work and how their work engages that community. Theatrical work is not created or performed in a vacuum: who sees what you do? While your audience may shift with specific shows, who overall supports your company’s work? How do you engage and interact with those audience members?

**4. (OPPORTUNITY TO CREATE)** **Describe the project for which you are requesting funding in detail. How does this project relate to your mission and existing programs? Why is this project the next step for your company or you as an artist? How will this project help to serve your audience? Clearly mention in your answer the amount of funds you are requesting and how you plan to allocate them, should you receive a grant.**

**4. (OPPORTUNITY TO GROW) Describe a challenge your theatre faces, or an opportunity you see, and explain how this grant will help you address it. Clearly mention in your answer the amount of funds you are requesting and how you plan to allocate them, should you receive a grant.**