NYC Cultural Affairs

Community Organizing 101: Engagement Tactics for Cultural Organizations

Application Deadline: Friday, March 1, 2019, 11:59PM

The Department of Cultural Affairs (DCLA) is pleased to launch "*Community Organizing 101: Engagement Tactics for Cultural Organizations,*" a pilot technical assistance course in FY19 for representatives from cultural organizations to introduce tactics and strategies for sustained community building. This pilot initiative will build the capacity of these organizations to initiate and deepen their relationships with audiences and artists, especially those who have been historically marginalized. Participating organizations will have the opportunity to create peer networks as they learn how to integrate concepts of community organizing into their operations such as building local relationships and equitable partnerships, audience development, inclusive educational curricula, programming practices, and resource development.

What is "Community Organizing 101: Engagement Tactics for Cultural Organizations" ?

This program grows out of CreateNYC's commitment to build the capacity of cultural organizations and to improve access to culture for historically marginalized groups. During the CreateNYC process, cultural organizations expressed challenges deepening engagement with audiences that traditionally have not frequented their programming. Community organizing has a long history as an effective change method for communities and advocates. These communities have faced many of the same challenges cultural organizations face, particularly a desire to secure community support and collaborate on a grass-roots and individual level. This pilot program will share tactics of community organizing with cultural organizations, giving them examples of successful strategies and tools to develop stronger community-based relationships, to leverage their relationships to grow and strengthen their organizations, and to identify community-based resources, financial and others, to grow their audiences and sustain their services.

STRUCTURE

In spring 2019, DCLA will offer a 4-session course, *Community Organizing 101: Engagement Tactics for Cultural Organizations,* to up to 3 cohorts of 8-10 organizations. To encourage peer learning, cohorts will be formed based on a variety of criteria including organization size, audiences served, geographic location, experience and availability. Selected organizations will commit to a minimum of one consistent staff member who will attend all four sessions.

The workshops will be designed and led by experts in the field of community organizing and developed in partnership with DCLA. Specific workshop topics will be informed by interests expressed in applications. Each session will last 2-3 hours and occur between Monday - Friday. A complete schedule will be provided upon selection of participants and formation of cohorts.

COST

This program is fully funded by DCLA. There is no cost to apply or participate.

TIMELINE

- March 1, 2019: Application due
- March 29, 2019: Applicants will be notified and participation for selected organizations confirmed
- May 6-10, 2019: First session
- May 20-24, 2019: Second session
- June 3-7, 2019: Third session
- June 17-21, 2019: Fourth session

ELIGIBILITY

- DCLA will only accept applications from not-for-profit organizations that submitted an eligible Cultural Development Fund application for FY19 (regardless of funding outcome) or from members of the Cultural Institutions Group
- Applicants must have a FY16 organizational budget between $100,000 and $1,000,000 (as confirmed during the FY19 CDF application process)
- Organizations must have at least 2 full time paid staff

CRITERIA

Successful applications will demonstrate:

- A commitment to building relationships in their communities that are equitable, sustainable, and mutually supportive
- An interest in audience development that goes beyond marketing to meet audiences where they are and give them authentic opportunities for participation
- A programmatic link to the communities they wish to serve as demonstrated by inclusive programming practices, culturally responsive curricula, or community partnerships with equitable power dynamics
- Opportunities to integrate tactics learned

REQUIREMENTS

- Timely confirmation of participation to secure spot

- Commitment to attend and actively participate in all four sessions
- Completion of any assignments to prepare for upcoming sessions
- A designated staff person to represent the organization at each session - an additional staff person may attend each session based on relevance of the topic to their work

OUTCOMES FOR PARTICIPANTS

- Participants will understand core strategies and concepts of community organizing
- Participants will be provided with planning tools and given guidance on how to utilize these tools to work for change within their organizations and communities
- Participants will be oriented to resources that can support continued learning around community organizing with their colleagues and collaborators
- Participants will develop strong peer networks over the course of the four sessions with the members of their cohort

TO APPLY
- Completed applications are due by March 1, 2019. Late or incomplete applications will not be reviewed

  We recommend using Adobe Reader version 11 to fill out the proposal form, though it is also compatible with version 10. The form is not compatible with Preview (for Macs) or other computer programs. Please check all fields carefully and confirm that your answers are saved to the document prior to submission.

Accessibility: We encourage persons with disabilities to apply. All sites will be accessible to people with disabilities. Program materials will be provided in accessible formats.

Please direct any questions to createnycsupport@culture.nyc.gov.