**2017 NYSCA-A.R.T./New York Creative Opportunity Fund**

**Narrative Statement Guidelines**

Based on your choice of funding category (Opportunity to Create or Opportunity to Grow) the questions for your narrative statement differ. Please, only follow the guidelines for the category of funding you are applying for.

**OPPORTUNITY TO CREATE**

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. Organizations should not rely on past accolades or assume any pre-existing knowledge panelists might have of their work.

4 pages in Calibri 12 pt. font, standard 1-inch margins. PDF format

1. Describe the company's mission, and your organizational goals. What does the work look like? Who are the artists involved with your company? Who is your audience? What is your company's unique contribution to the nonprofit theatre in New York?
2. Describe your company's core programming, or areas of work. How do these programs allow your company fulfill its mission and serve your audience?
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?
4. 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? 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.

**OPPORTUNITY TO GROW**

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. Organizations should not rely on past accolades or assume any preexisting knowledge panelists might have of their work.

4 pages in Calibri 12 pt. font, standard 1-inch margins. PDF format

1. Describe the company's mission, and your organizational goals. What does the work look like? Who are the artists involved with your company? Who is your audience? What is your company’s unique contribution to the nonprofit theatre in New York?
2. Describe your company's core programming, or areas of work. How do these programs allow your company to fulfill its mission and serve your audience?
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?
4. 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.