

<b>Audience Development</b>	<b>Community Engagement</b>
<p><b>Short term marketing strategy</b> to increase the number of people who visit your organization: builds and broadens your audience, which can turn into support for your organization</p>	<p><b>Long term strategy organizational development</b> to build community ownership, participation, relationships, and support for your organization: builds a better community, which in turn, builds your audience and position of importance in the community</p>
<p><b>Looks at who is and who is not coming</b> and why or why not; identifies potential audiences for marketing existing theatre services</p>	<p><b>Looks at what matters to the community</b> and how your organization is or is not responding; identifies how existing services are relevant or could become more relevant</p>
<p><b>Focus on increasing patron visitation numbers</b> from existing patrons and new groups, and building membership numbers, the relationship with community remains the same as it is currently</p>	<p><b>Focus on developing relationships</b> and increasing partnerships and collaborations with a variety of community groups, benefiting all participating partners</p>
<p><b>Internally focused</b> approach: how can the community serve us and our needs (this approach potentially closes doors as it does not address what other organizations need—it is all about your organization)</p>	<p><b>Externally focused</b> approach: how can we serve the community's needs, working with others (this approach opens doors as it is a shared goal with other community organizations—it is about what we all need)</p>
<p><b>Involves</b> education, marketing and development <b>staff members</b></p>	<p><b>Involves all stakeholders</b>, including staff, Board members and volunteers</p>
<p><b>A consultant can complete the</b></p>	<p><b>A consultant can facilitate and</b></p>

<p><b>bulk of the work</b>, working on your behalf, conducting interviews in the community and facilitating focus groups and then summarizing salient points (a consultant goes to the community and reports back to you)</p>	<p><b>guide the initial conversations and summarize the collective input from community participants</b>, but your staff needs to be actively involved to make it work (a consultant helps to bring the community to you for collective dialogue)</p>
<p><b>Organizational identity, goals and priorities remain essentially the same</b>, as does the organization's current reputation, public service, value and standing in the community</p>	<p><b>Organizational identity, goals and priorities could be fundamentally transformed</b> in response to community input and ideas, substantially increasing reputation, attendance, public service, value and standing in the community</p>
<p><b>A more conservative approach, with more predictable and focused outcomes</b>, if completed thoughtfully, impacting a limited portion of the organization</p>	<p><b>A more risky approach</b>, but if completed with sincerity and honesty, <b>outcomes can far exceed initial expectations, impact all aspects of the operation and last longer</b></p>