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Nota di contenuto	Cover; Title Page; Contents; Apology; Acknowledgments; Introduction; Life Cycle; 1 How does a successful arts organization function?; 2 How does an arts organization evolve?; 3 Has our board matured with our organization?; Board and Mission; 4 Why do we need a mission statement?What constitutes a good mission statement?; 5 How should we develop a mission statement?; 6 Do our board meetings reflect our mission?; Board Governance; 7 What are the major responsibilities of the board?; 8 How many people should serve on our board? 18 Should the artistic director and executive director serve on the board?Board and Fundraising; 19 Are we relying too heavily on contributed revenue?; 20 How do we attract corporate contributions? Foundation contributions?Individual contributions?; 21 How do we maximize the results of our annual gala?; 22 How do we evaluate a fundraising plan?; 23 Are board members responsible for fundraising? How do we get board members to raise money?; 24 Are we embarrassed about our organization?; 25 Are we ready to mount a capital campaign? How do we pursue this campaign?; Board and Marketing

27 How do we get a diverse audience? A younger audience? 28 Are our ticket prices appropriate?; 29 Why are subscription sales so much lower than in the past?; 30 Are we using the internet properly?; 31 Our theater is empty, what should we do?; 32 Our theater is filled, what should we do?; Board and Staff; 33 What should we think about when we hire an artistic director or an executive director?; 34 Should we hire from the for-profit sector?; 35 Is it appropriate for board members to do the work of the staff if they are not doing it well? 36 How should the artistic director and the executive director relate to each other? Board and Planning/Budgeting; 37 How should we approach a strategic planning process? How can we make sure the plan is implemented?; 38 Do we really believe the budget we just passed? Where should we cut if we need to?; 39 Should we build a new facility?; 40 What are the major pitfalls of planning we should avoid?; Board in Crisis; 41 Our organization is in a crisis, what do we do?; International Boards; 42 Our organization is not in the united states, does that make a difference?; Arts Organizations of Color 43 Our organization is an institution of color, does that make a difference?

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Sommario/riassunto

A concise, practical, and timely guide for board members of arts organizations

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