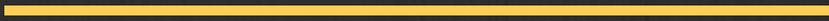

HOSTING A

MEET YOUNG AUDIENCES

EVENT



Young
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Arts for
Learning
Maryland





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ABOUT “MEET YOUNG AUDIENCES”

WHAT IS IT?

We’re so excited you’re interested in hosting a Meet Young Audiences event! This is a one-hour interactive presentation led by Young Audiences’ leaders and one of our professional artists, with the goal of sharing the incredible things Young Audiences is doing in your community. We will NEVER ask for money during this event; our goal is to spread the word about our work.

Young Audiences envisions a day when every student in Maryland has the opportunity to imagine, create, and realize his or her full potential through the arts. We have served our community for over 65 years, yet few know that we:

- ⇒ Serve over 190,000 students annually with high quality, academically aligned arts programs
- ⇒ Are changing the landscape of summer learning in Baltimore City
- ⇒ Provide grants to increase access for underserved students and communities
- ⇒ Work with amazing, professional artists and teachers interested in fusing the arts and learning

OUR GOAL IS TO SHARE THE
INCREDIBLE THINGS YOUNG
AUDIENCES IS DOING IN YOUR
COMMUNITY.

By allowing us to share our mission and passion with 10-15 of your friends, co-workers, and neighbors, you can help ensure more kids throughout Maryland get access to transformative arts-integrated learning experiences.



WHAT DO I NEED TO DO?

It’s easy! Simply choose a date and ensure that 10-15 people attend. Young Audiences will work closely with you to plan, and we will provide the artist and content for the event! Details about planning, the structure of the event, and post-event follow-up can be found in the rest of this packet.

Ready to plan your Meet Young Audiences event? Let us know! Your contact at Young Audiences is Ingrid Murray; you can reach her at (410) 837-7577 x. 107 or ingrid@yamd.org. Your Young Audiences Board contact is Tea Carnell, whom you can reach at teacarnell@gmail.com.

We look forward to hearing from you!



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Arts for
Learning

Maryland

INDEX

BEFORE THE EVENT

Coordinating with Young Audiences	3
Choosing a Location.....	3
Choosing a Date and Time.....	3
Choosing an Artist	3
Making a Guest List	4
Sending Out Invitations	4
Planning Food and Drink	4

DURING THE EVENT

Outline of Event.....	5
Your Role	5

AFTER THE EVENT

Your Observations	6
Say Thanks!.....	6
What Young Audiences will Do	6



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Arts for
Learning

Maryland

BEFORE THE EVENT

COORDINATING WITH YOUNG AUDIENCES

Young Audiences is here to help! We are happy to answer any questions you may have, share suggestions for your event, and provide logistical support.

Our staff and artists also provide the majority of the event content — so it is important for us to be there! When you have identified when you would like to host your event, please contact us so that we can confirm our availability. You can reach out to Ingrid at (410) 837-7577 x. 107.

CHOOSING A LOCATION

The choice of location is up to you! You can host the event at your home; at your office, school, church, or gallery; at a restaurant or bar; at the Young Audiences offices; or another place of your choosing. We are willing to travel to wherever you are in Maryland.

YOUNG AUDIENCES WILL WORK
WITH YOU TO CHOOSE A DATE,
TIME, AND ARTIST!

CHOOSING A DATE AND TIME

It is best to plan a tour at least six weeks in advance. We have found that the following times work well, though we welcome your creative ideas!

- Coffee hour: 8:30—9:30 am
- Lunch: 12:30—1:30 pm
- Happy hour: 5:30—6:30 pm

CHOOSING AN ARTIST

Young Audiences arranges for one of our roster artists to come to the Meet Young Audiences event to allow your guests to experience arts-integrated learning firsthand. Think about what type of artist experience you imagine will work for your space, time, and crowd and communicate that to Young Audiences.





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BEFORE THE EVENT

MAKING A GUEST LIST

We expect you to bring 10-15 guests to the event, and suggest inviting 20-30 people to account for last-minute cancellations. Invite anyone you know who is interested in the arts, children, or education — then, invite anyone else! There are many people with connections to the arts or arts education or have a concern for the experiences of children in school and society. Please don't worry about individuals' capacity to give; that is not what these events are about. Don't assume away guests!

SENDING OUT INVITATIONS

Young Audiences will provide you with a customized invitation for your Meet Young Audiences Event. It is imperative that you let your guests know that this is NOT an ask event, just an introduction to the organization! *We will not ask anyone for a donation during the event.*

Please do let your invitees know that Young Audiences is interested in getting their feedback and will call for a short conversation after the event. *Again, they will NOT be asked for a donation during this conversation.*

REACH OUT TO 20-30 PEOPLE IN
ORDER TO NET 10-15 GUESTS.

RSVPs may be sent directly to Young Audiences or you may collect them another way. If you opt to receive the RSVPs directly, please forward them promptly to Young Audiences. That way, we may send the guests information about the location, parking, and other components of the event. Should you prefer Young Audiences to collect RSVPs, we will notify you of those we collect.

If Young Audiences is something they are interested in, but they are not able to attend your Event, please let them know that there are other Meet Young Audiences events on the schedule and lots of ways to become involved. For example, guests can sign up to volunteer, connect Young Audiences to a school or community site, or offer to connect Young Audiences with professional artists to expand our roster. If Young Audiences is not something they are interested in, that is okay, too! Please let them know that, even if this is not their thing or, if it is and they don't have time to attend or get involved, they may know someone who would like to be introduced.

PLANNING FOOD & DRINK

We recommend providing something simple for your guests; the focus should be on the event, not the food. If you prefer for Young Audiences to provide refreshments, then we will offer light fare. If you would prefer to arrange this, feel free to put out a nice spread. Just don't let it distract from the substance of the Meet Young Audiences event!



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Arts for
Learning

Maryland

DURING THE EVENT

OUTLINE OF THE EVENT

The Meet Young Audiences event is a one-hour, scripted presentation of Young Audiences and our work. It is also creative and arts-integrated!

Our leadership will speak about their paths to this work, their connection to the arts and education, and about the way Young Audiences impacts students' lives and education across Maryland. Our roster artist will speak about working in the classroom and do a hands-on project with all of the guests.

YOUR ROLE

We hope that you will provide a short introduction and closing, thanking your guests for attending and sharing a few sentences about your connection to our mission and our organization. Below are some examples; if you have any other thoughts or creative ideas, please let us know!

THE EVENT IS LED BY YOUNG
AUDIENCES' LEADERS AND ONE
OF OUR PROFESSIONAL
ARTISTS.

Opening: Gather your guests and welcome them with a greeting

Thank you all for coming! I am _____ and I am a volunteer with Young Audiences, which means that I have agreed to help the organization spread the word about their work by inviting people just like you to this event. Our goal today is to give you a first-hand experience of the work Young Audiences does. We hope today's session will inspire and educate you. As we go through the next hour together, please be thinking of any other individuals or groups of people in your life who may want to learn more about our organization. Ingrid will call you in the next week to get your feedback, and I hope that you will also consider hosting your own Meet Young Audiences event!

Then, as the host, you should share your own personal story about why you have chosen to work with Young Audiences. If the group is smaller, please invite guests to introduce themselves and share what connection, if any, they have to Young Audiences. This is a great time to thank everyone for coming and turn the program over to Stacie Sanders Evans, the President of the organization.

Closing: Gather the guests again and close the program

We are going to end now to be sure that we honor our one-hour time commitment to you. Thank you again for joining us today! I truly appreciate that you have taken the time to come and learn about Young Audiences. Ingrid will be calling you in the next few days to get your feedback. If you were inspired by what you've seen today, the best way you can help Young Audiences is by telling others, and inviting them to the next Meet Young Audiences event or even hosting your own! If you would like to plan your own Event, please let Ingrid know when she calls you. Thank you!



Young
Audiences
Arts for
Learning

Maryland

AFTER THE EVENT

YOUR OBSERVATIONS

Immediately after the event, check in with Young Audiences' staff to share any information you have gathered indicating an individual's interest or lack of interest in the organization. The next day, send Ingrid an email memorializing any information that you have shared. Ask staff for any information they may have about your guests — and any follow-up they may feel that you could do with them. Ingrid will provide you with a template for the email.

SAY THANK YOU

Send your guests a brief "Glad you could make it!" message.

WHAT YOUNG AUDIENCES WILL DO

After your event, Young Audiences will call each of your guests for a brief conversation about what they thought of the presentation. We will also ask if they can see themselves becoming involved in any way, or if they can think of anyone who might be interested in attending a Meet Young Audiences Event. Again, we will NOT ask for donations.

READY TO HOST YOUR OWN MEET YA
EVENT? GET IN TOUCH!

Your contact at Young Audiences is Ingrid Murray; you can reach her at (410) 837-7577 x. 107 or ingrid@yamd.org. Your Young Audiences Board contact is Tea Carnell, whom you can reach at teacarnell@gmail.com.

We can't wait to hear from you!