



INVESTING IN ARTISTS BAY AREA ALLY FUND MATCHING GRANT PROGRAM 2019 DONOR INTERVIEW QUESTIONS

Introduction

Good morning/good afternoon. My name is NAME, TITLE at the Center for Cultural Innovation.

I am calling because you donated to artist _____, who is seeking a matching fund from CCI in return for us to interview donors about their charitable giving behavior in the age of the internet. Are you aware of the nature of this call? Before I get started, let me share a brief explanation for this call and CCI's research. CCI supports individual artists, and we are always interested in learning more about why and how individual donors support artists. We recognize that new online giving platforms may be affecting how artists raise money, and to this end, we are talking with donors of artists to learn about how new technologies may or may not be influencing your giving. I have 14 questions, and I have planned for this call to take no more than 30 minutes.

Please know that CCI will not share your name, your giving, or to whom you donated in any way with the artist, our funders, or anyone else. Your participation is anonymous and any responses we use will be aggregated without attribution to you. In other words, outside of the artist who referred you, your participation is confidential to just the research team of CCI. Do you have any questions before I start?

General Questions

1. In general, how many times a year do you make a charitable donation? (Your options are none, 1-2, half a dozen, over a dozen.)
2. What are your preferred causes when donating? (For example, higher education, social justice, medical, arts, social services, environment, or others.)
 - a. FOLLOW UP: Did you give to this artist because the artist or project reflects your preferred cause? (Yes or no?)
 - FOLLOW UP: *If they say "NO - I did not give to this artist or project because they reflect my preferred cause," ask: Why were you motivated to give to this artist or project?*

Why They Give

3. Artist, _____, is the one who referred you. How did you become aware of the artist's project or fundraising appeal?

How They Give

4. In general, (not about this specific gift to the artist), have you donated through an online crowdfunding site or membership platform before? If so, through which? (For example, Patreon, Kickstarter, Indiegogo, GoFundMe, or others – please specify.)
5. I'm going to list various ways that donors can give to an artist: (1) donating with a check, (2) donating online with a credit card to an artist or their project, (3) donating with cash, or (4)

using an online crowdfunding site or membership platform. Which of these four have you used in the past to support an artist? (List **ALL** that they specify.)

- a. FOLLOW UP: *If they mention using a crowdfunding site/membership platform, ask: Does donating through an online crowdfunding site or membership platform affect how much you give to an artist? (In other words, does donating through an online crowdfunding site or membership platform increase or decrease the amount you would donate compared to if you used cash, wrote a check, or paid by credit card through a conventional online donation portal?)*
 - FOLLOW UP: *If they say “YES - using a crowdfunding site/membership platform affects the amount,” ask: Why does this method of giving affect your donation amount, and how so (i.e., what makes your donation amount go up, vs. what makes the amount go down)?*
 - b. FOLLOW UP: *If they mention using a crowdfunding site/membership platform, ask: Does donating through an online crowdfunding site or membership platform affect what time of year you give to an artist? (In other words, does donating through an online crowdfunding site or membership platform mean that you don’t wait for end-of-year solicitations in order to give throughout the year?)*
 - c. FOLLOW UP: *If they mention using crowdfunding sites/membership platforms, ask: Do crowdfunding sites/membership platforms make it MORE or LESS likely that you would support the arts (or no change)? And, why?*
 - d. FOLLOW UP: *If they mention using crowdfunding sites/membership platforms: Using one of these options—“No change,” “Yes,” or “Not at all”—do you think online giving helps you give more directly to artists? And, why?*
6. What is your preferred method of giving? (Here are some examples: online crowdfunding sites and membership platforms, by mail, through the recipient’s website). And, why?
 7. What do you think about online giving in general?
 8. What do you feel is the safest way to give charitably? And, why?
 9. What advice would you specifically give to artists seeking to raise funds in this day and age?

Arts Relationship

10. Roughly, how many art events, performances, shows, etc. do you attend IN PERSON every year? (For example, live theatre, concerts, art walks, exhibitions, recitals, etc.)
11. On a scale of 1-5, with 5 being the most positive, how positively do you feel about the arts and culture environment in the Bay Area? And, why?
12. On a scale of 1-5, with 5 being the most confident, how confident are you that the arts in the Bay Area will thrive and be exciting? And, why?

End of Survey

13. What is your age, roughly? (You can round up or down, for instance: 30s, 50s, etc.)
14. And for the final question, what is your zip code?

Thank you for your time. As promised, we will not attribute any of your comments to you, and all information will be aggregated to ensure that participants’ identities remain confidential. Thank you for your help and we appreciate your support of the arts!