



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

Introduction

Hello. I am calling because you donated to artist, _____, who is seeking a matching fund from Center for Cultural Innovation (CCI) in return for us to interview donors about their charitable giving behavior in the age of the internet. Before I get started, let me share a brief explanation for this call and the Center for Cultural Innovation's research. I am NAME, TITLE at CCI. CCI supports individual artists, and we are always interested in learning more about why and how individual donors support artists. We recognize that there are generational and technological shifts, namely new online giving platforms, that may be affecting how artists raise money, and to this end, we are talking with non-family donors of artists to learn about how new technologies may, or may not, be influencing your giving. I have 13 questions, and I have planned for this call to take no more than 30 minutes. [*Facilitator Note: Do not exceed time allotted. BUT, if you haven't gotten to the end and time is up, please conclude to stay on time. Having said that, it's important to get through as many questions as possible.*]

Also, 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? (Prompt: None, 1-2, half a dozen, over a dozen)
2. What are your preferred causes when donating? (E.g., higher education, medical, arts, social just, environment, etc.)
 - Follow up: Did you give to this artist because the artist or project reflects your preferred cause? (Y/N)
 - If YES, leave as is.
 - If NO, why were they motivated to give to this artist?
3. What is your age, roughly? (*Tell them they can round up or down, e.g., 40s or 50s.*)

Why They Give

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

How They Give

5. In general (not about this specific gift to the artist), have you donated through an online platform before? If so, through which? (Prompt: Patreon, Kickstarter, Indiegogo, GoFundMe, Other—please specify)

6. I'm going to list various ways that donors can give: (1) donating with a check, (2) donating with a credit card to the artist or their project, (3) donating with cash, or (4) using an online crowdfunding platform such as Kickstarter, Indiegogo, Patreon, GoFundMe, etc. Which of these four have you used in the past? (List **all** that they specify).
 - 8a) FOLLOW UP: *If they mention crowdfunding platform, ask:* Upon reflection, does giving through an online platform affect how much or when you give? (Examples: Does online giving increase or decrease the amount you would donate compared to if you used cash, wrote a check, or paid by credit card? OR Does online giving mean that you don't wait for end-of-year solicitations in order to give throughout the year?)
 - 8b) FOLLOW UP: *If they say "YES - online giving affects amount," ask:* Why does your 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)?
 - 8c) FOLLOW UP: *If they mention using crowdfunding platforms:* Upon reflection, do crowdfunding platforms make it more or less likely you would support the arts (or no change)? And, why?
7. What is your PREFERRED method of giving? (Prompt: giving platforms, personal checks, through the recipient's website, other—please specify) And, why?
8. What do you think about online giving in general?
9. What do you feel is the safest way to give charitably? And, why?
10. What advice would you specifically give to artists seeking to raise funds in this day and age?

Arts Relationship

11. Roughly, how many arts events, performances, shows do you attend in person every year?
12. On a scale of 1-5, with 5 being the most positive, how positively do you feel the arts and culture environment in the Bay Area? And, why?
13. On a scale of 1-5, with 5 being the most confident, how confident are you that the arts in the Bay Area will continue to thrive and be exciting? And, why?

Thank you for your time. CCI will use this information to share with the field what we need to know and be thinking about in trying to help artists achieve sustainability and productivity. 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!