



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

Introduction

Hello. Thank you for taking the time for this call. Before I get started, I'd like to share a brief explanation for this call and the Center for Cultural Innovation's research. I am _____ (name and title at CCI). CCI supports individual artists, and we are always interested in learning about why and how 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 donors of artists that are non-family members to learn about how new environmental factors 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. If the interviewee seems to want to go longer, that's fine. BUT, if you haven't gotten to the end and time is up, please conclude to stay on time.*]

Also, please know that CCI will not share your name, your giving amount(s), 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. 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. On average, how much (in giving amount) do you donate, in total, each year?
3. What are your preferred causes when donating? (E.g., higher education, medical, arts, social services, environment, etc.)
4. What is your age, roughly? (*Tell them they can round up or down.*)

Why They Give

5. Artist, _____, is the one who referred you. How did you become aware of the artist's project or fundraising appeal?
6. What motivates/ed you to support this artist's project or practice?

How They Give

7. 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)
8. 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 and a cash/check/credit card, ask:* Upon reflection, does giving through an online platform affect the amount of your gift? 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?
- 8b) FOLLOW UP: *If they say 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 crowdfunding platforms:* Upon reflection, do crowdfunding platforms make it more or less likely you would support the arts? And, why?
9. What is your PREFERRED method of giving? (Prompt: giving platforms, personal checks, through the recipient's website, other—please specify) And, why?
 10. There are many more ways that donors can give. What advice do you have for those seeking to raise money from you to facilitate giving?
 11. Is this the same advice you would give specifically to those in the arts? If not, what advice would you specifically give to artists seeking to raise funds in this day and age?

Arts Giving

12. On a scale of 1-5, with 5 being the most excited, how excited are you about the arts and culture offerings 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!