

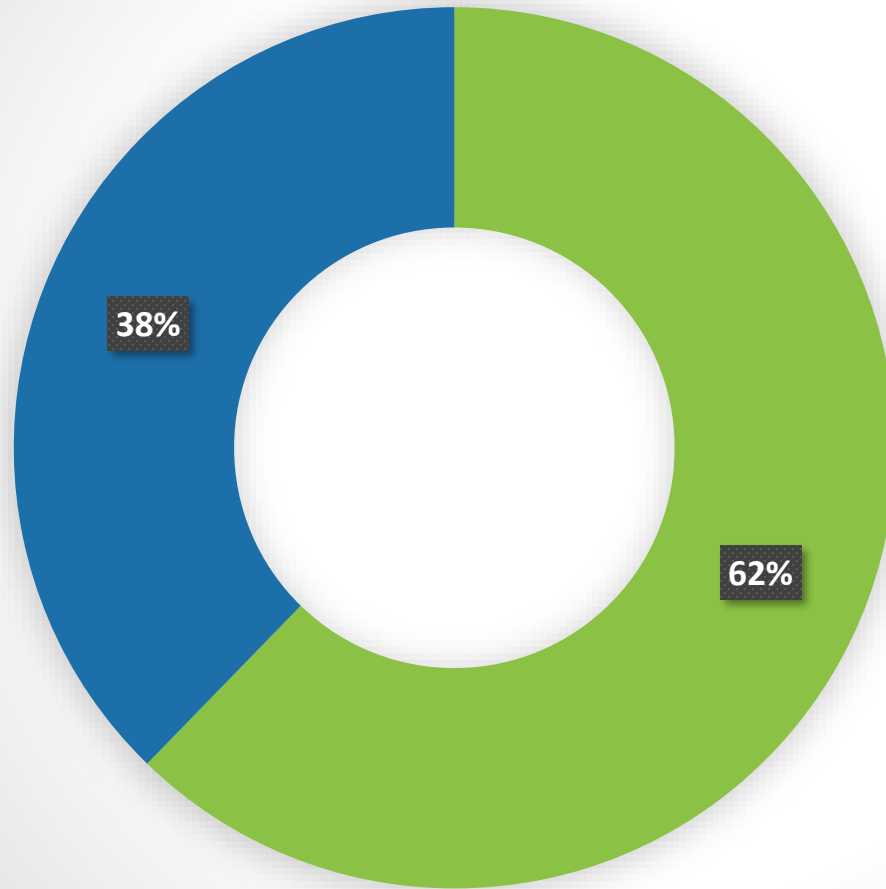


**AMERICANS**  
*for the* **ARTS**

# **MEMBER SURVEY 2022**

**Key Findings**

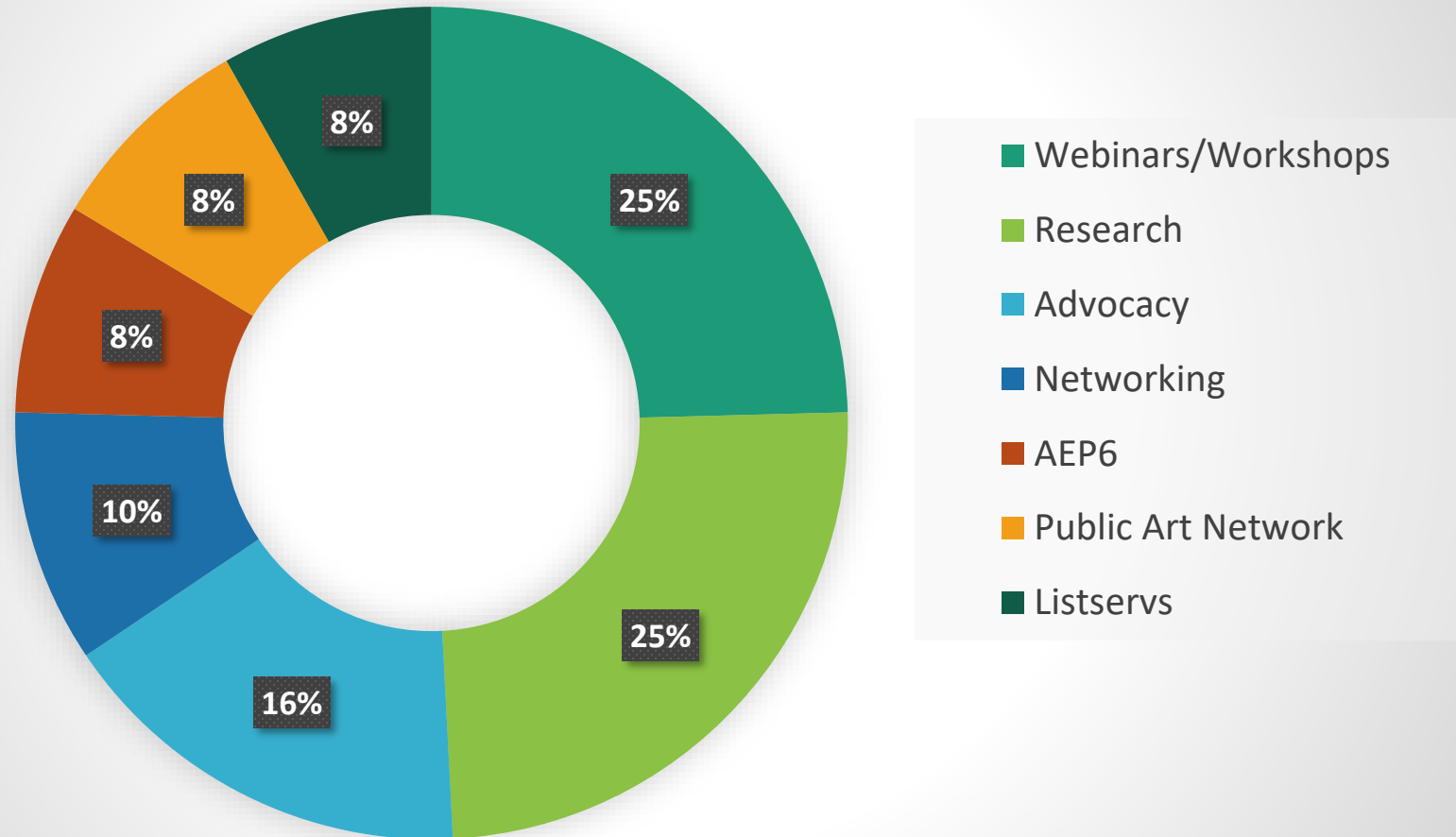
## Survey Respondents



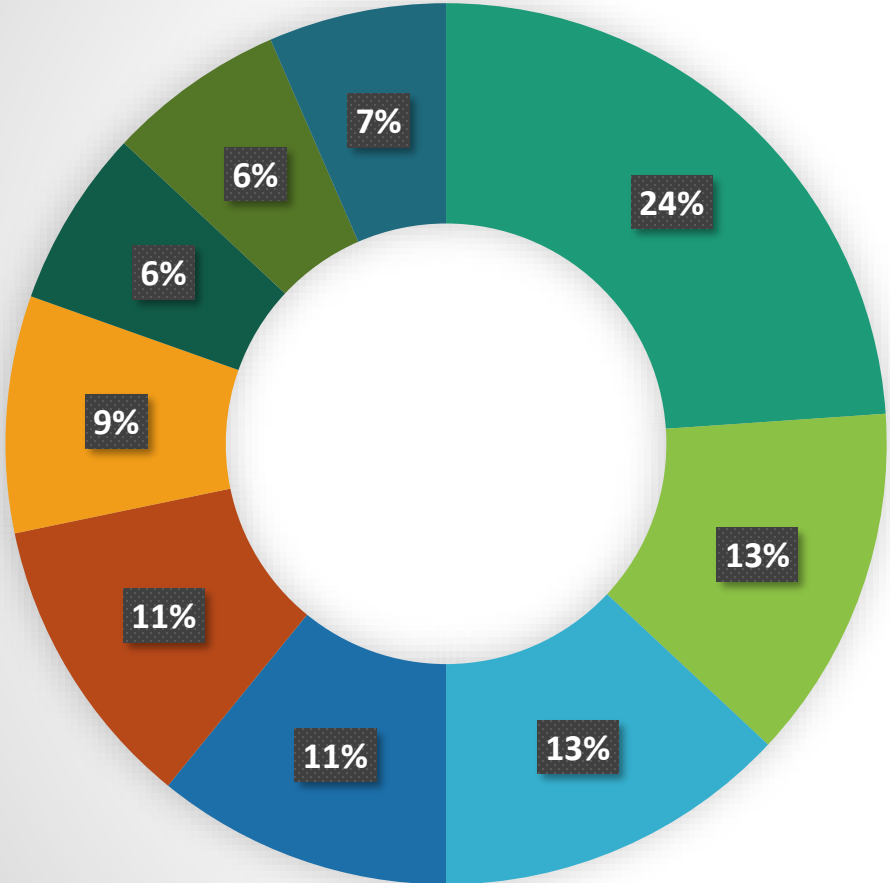
■ Organizational

■ Individual

## What do members get out of membership?

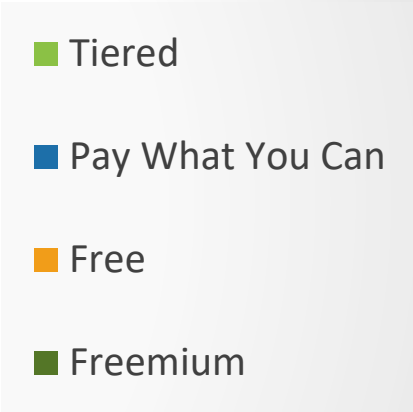
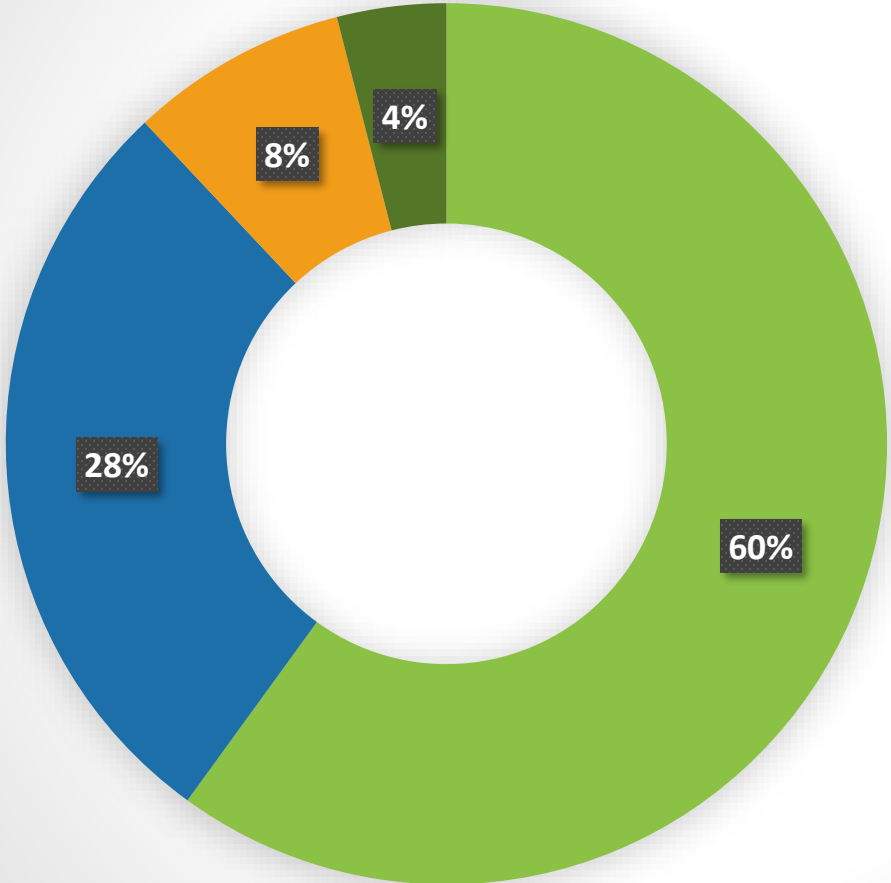


# What do members want from membership?



- Regional Training/Convenings
- Rural Engagement
- Advocacy Training
- Improved Website
- Networking
- Resources for Individual Artists
- Student Engagement
- Grant Opportunities
- Professional Development

# Preferred Membership Model



\*The models mentioned in the survey were “Tiered”, “Freemium”, and “Pay-What-You-Can”. “Free” was a write in response.

# QUOTABLE QUOTES

“Even after having gone through a lengthy planning process, AFTA members don't have a feeling of connection to the organization. I mean we recognize the value of having a national voice through AFTA but we don't feel part of a family. Connections that do exist are through a specific staff person that we may have worked with or met at an event. I would love to see a more welcoming, personal approach.”

“In every major city, economic forces are making space harder and harder to obtain (whether renting, leasing, or esp. purchasing). AFTA could do much more to spotlight examples (in the US and globally) where civic investment in arts infrastructure has paid off socially, culturally, and economically.”

“How do we do more than consume? How are we collaborating? How do we both get what we need as members and support program goals?”