

# Organization Checklist

By Campbell Rodriguez

- Board of Directors
  - Know its roles and responsibilities as a governing body.
  - Review the organization's bylaws regularly and update them as needed.
  - Serve as ambassadors and advocate for the organization with the community.
  - Hold itself accountable.
  - Treat the CEO with respect.
- Employees
  - Are fairly and reasonably compensated.
  - Are evaluated regularly and fairly based on the staff policies and job descriptions.
  - Are sufficiently and adequately trained to do work.
  - Have adequate offices and equipment.
- Planning
  - Organization is engaged in financial and strategic planning.
  - Organization plan regularly and make updates when necessary.
  - Have sufficient resources to achieve the plans.
  - Have diversified and sustainable resources.
  - Have a fundraising plan that is used.
  - Grants are written professionally and submitted on time.
- Marketing
  - Know and understand its audience.
  - Conduct regular research about best ways to market.
  - Organization's website is current, easy to navigate and represents the organization well.
  - There are sufficient resources to market appropriately.
- Advocacy
  - Board members participate in local, state and national arts advocacy.
  - There is a written plan for arts advocacy.
  - Advocacy training is provided.

- Partner with others to create a strong, unified advocacy voice for local and statewide issues.