

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.