Survey of Artists

Results (2021 – 2023)

Since 2021, the Foundation has conducted an annual survey of artists. The survey is conducted through the survey function in the Foundation's customer relationship management system – Constant Contact. Largely, the survey questions have remained the same year-over-year to effectively track artists responses over time.

The purpose of this report is to provide an overall assessment of perspective of artists of programs based on survey responses. It is important to note that sample size is quite small (less than 25). Therefore, drawing conclusions of overall perspective of artists on Foundation programs is limited. Regardless, the year-over-year survey data provides the Foundation with insights from which to inquiry about the effectiveness of programs in meeting the needs of artists in the community.

Executive Summary – Key Conclusions

- Roughly 58% of artists in our network are familiar with the mission of the Foundation per 2023 survey of artists

- Perceived effectiveness of the Foundation's Artists-in-Residence Program has increased to 4.0 (out of 5.0) compared with 3.3 (out of 5.0) last year

- The Fund for Community Art (public art funding) is the highest rated program at 5.0 out of 5.0. There was widespread announcement and publicity of the "Hands in Bloom" mural at the National Children's Center in partnership with the 11th Street Bridge Park. Note, this is based on responses from two artists (very small sample size)

- The Foundation's Artists Talk Series effectiveness climbed to 4.3 from 4.0 last year.

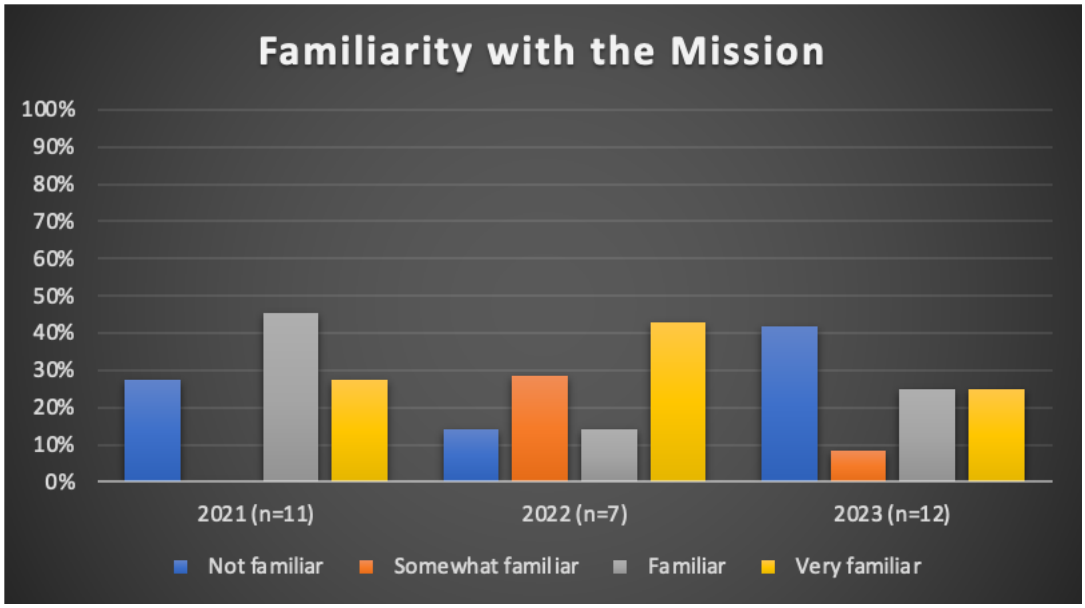
- Realizing the full potential of the Artists Marketplace remains. Perceived effectiveness of the online site has dropped to 3.5 from 3.7 last year.

- The first survey of the Foundation's mentorship program has come in mixed. The average effectiveness is 3.6 with a wide range in scores. Further analysis of the effectiveness of the mentorship program is underway.

I. Familiarity with the Mission

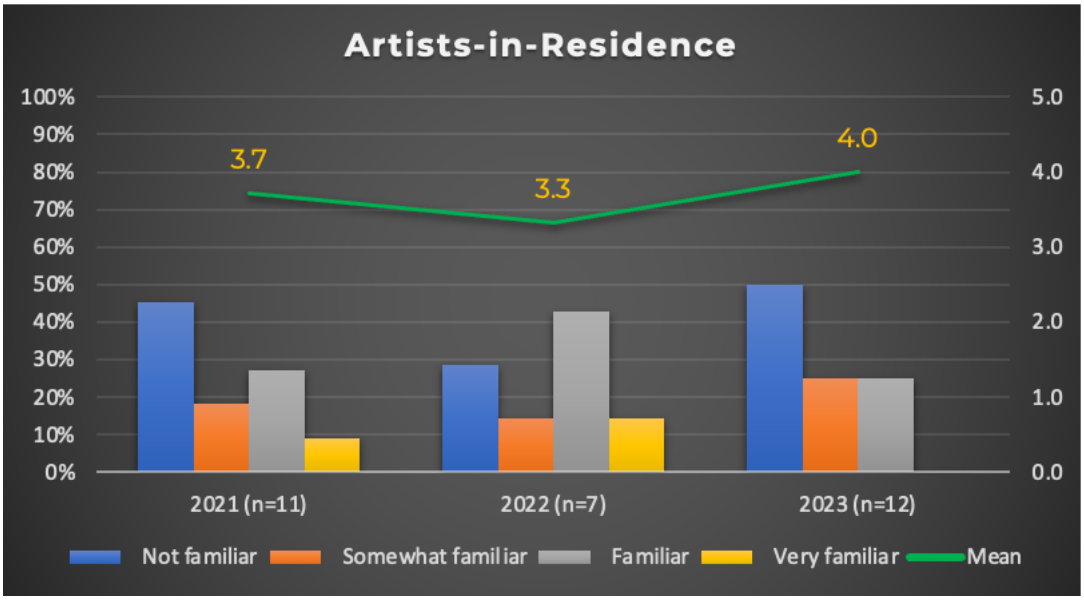
An influx of artists signing up on the Foundation's website apparent in 2023 as the 'not familiar' with the Foundation hits an all-time high of 43%.

Google Grant Ads (free ads offered to nonprofits) were turned on in February 2023 highlighting the mission of the Foundation. Those interested in the mission were encouraged to sign up on the Foundation's website. The Google Grant Ads continue to drive the largest volume to the Foundation's website. There were 4,588 (54%) new users to the Foundation's website via Paid Search (Google Ads) versus other means (direct 25%, organic search 17%, referral 3%, organic social 1.6%, organic video .05%) in all of 2023.



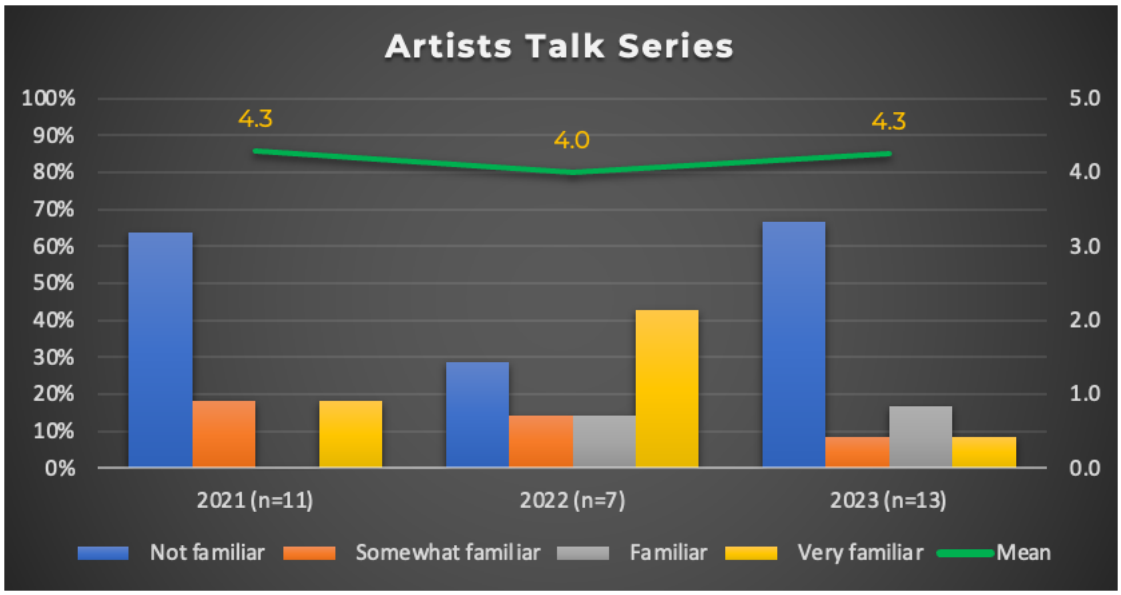
II. **Familiarity and effectiveness of our Artists-in-Residence Program**

The perceived effectiveness of the Foundation's Artists-in-Residence program has skyrocketed to 4.0 from 3.3 last year. Only four artists scored Artists-in-Residence effectiveness in 2023 so very small samples size.



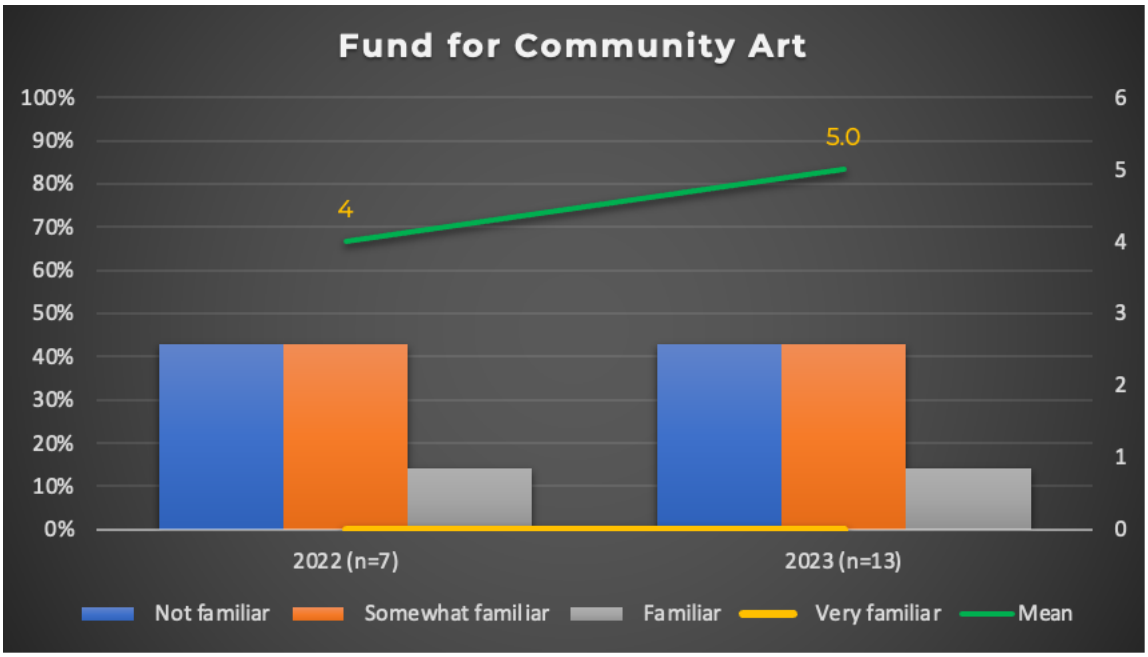
III. **Familiarity and effectiveness of the Artists Talk Series**

The Artists Talk Series remains a very popular and highly rated program for artists. The program was rated 4.3 in 2023 compared to 4.0 in 2022. Opportunity exists to get the word out to the large number of artists unfamiliar with the program. Also, continue to partner with other organizations to feature artists thereby drawing greater awareness of the Artists Talk Series overall.



IV. The Fund for Community Art

The Fund for Community Art was launched on June 13, 2022. Video recording of launch available here. Partnering with DC-based nonprofit 11th Street Bridge Park brought a great deal of attention to the Foundation's first call for artists to complete a mural in the District. The process entailed a call for artists, a finalist run-off and awards, and selection of one artist (Sonia Jones) to complete the mural at the National Children's Center. Even though sample size is very small, very high (5.0 out of 5.0) perceived effectiveness of the Fund for Community Art program. An opportunity exists to repeat the success of the first launch.

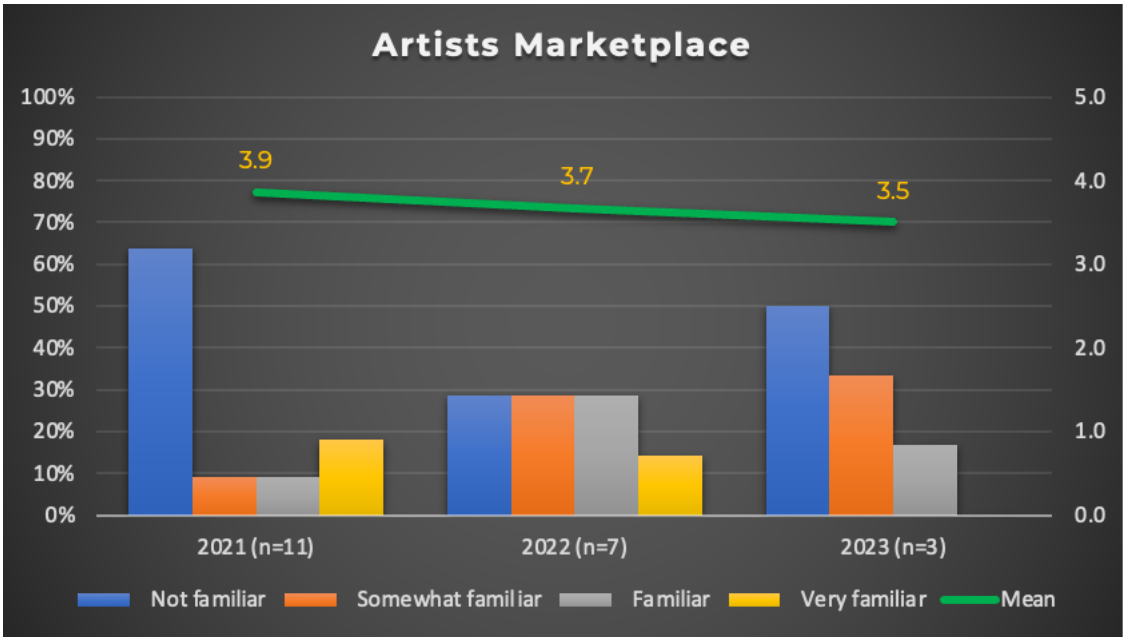


V. Effectiveness of the Artists Marketplace

The perceived effectiveness of the Artists Marketplace has continued to decline over the years. The average results appear to support anecdotal feedback from some artists who have work in the Artists Marketplace that not much activity, movement, is occurring with the Artists Marketplace. Most recent average rating is 3.5, down from 3.7 in 2022.

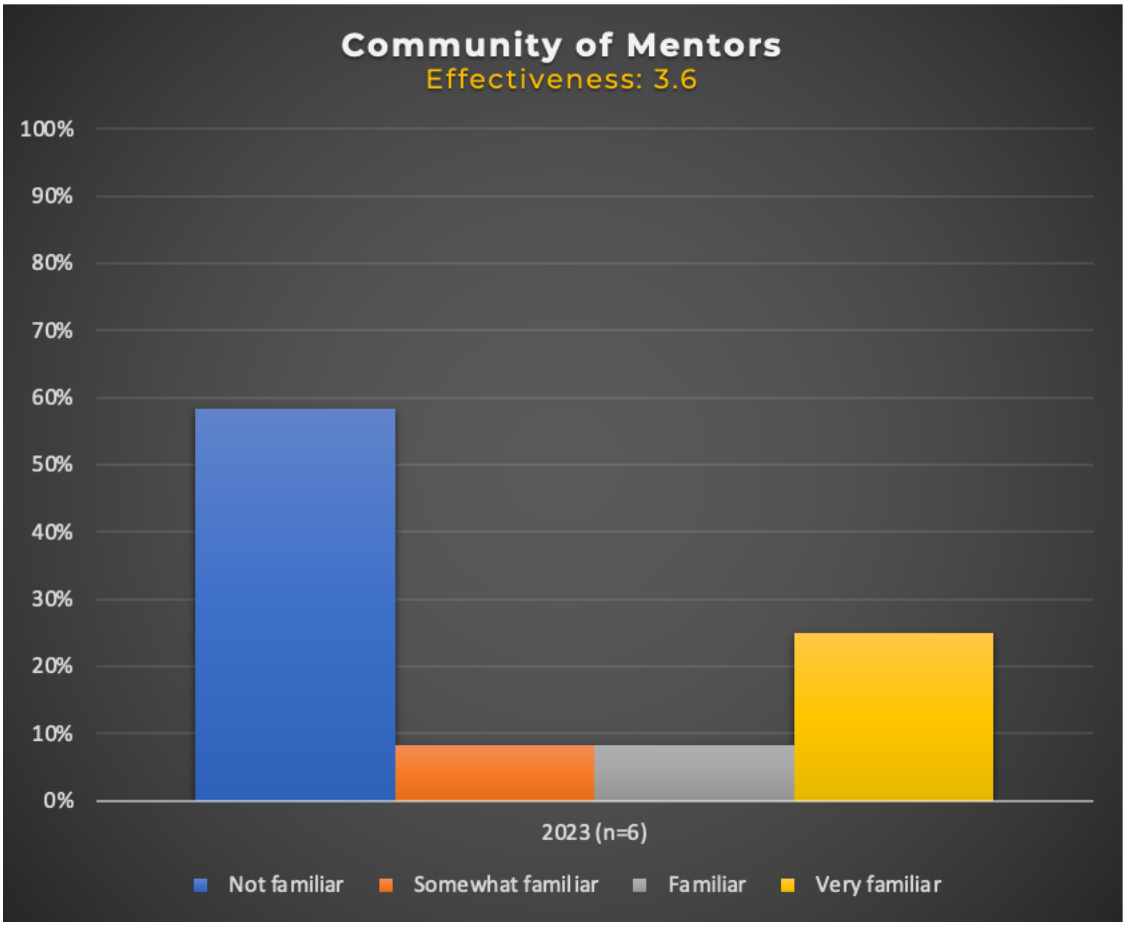
The challenges with the lack of eCommerce one-click shop capability is believed to be one shortfall of the current system. In addition, the lack of clarity around how artists are selected to participate in the Artists Marketplace, in addition to how the Artists Marketplace is curated, contributes to artists' perception of the Artists Marketplace having mixed effectiveness.

The program committee is working on establishing standards and clear protocols around the Artists Marketplace as well as investing in the one-click model upgrade as a priority.



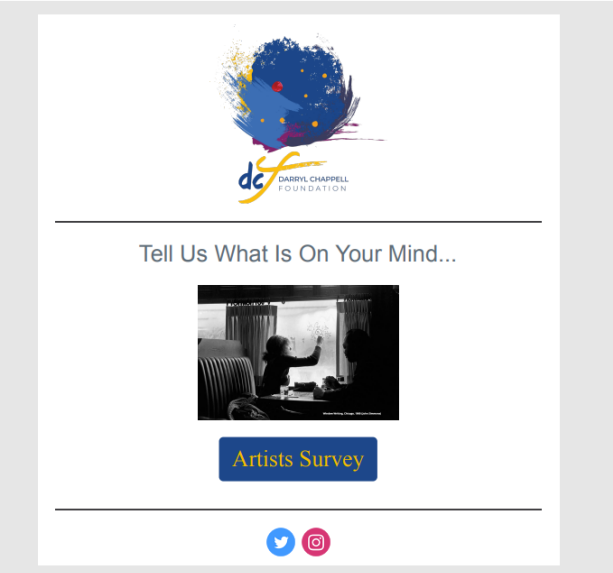
VI. Awareness and Effectiveness of the Community of Mentors

The community of mentors launched in 2023 with a call for artists to apply to become mentors. The program currently has seven mentors available to mentor artists in our community. The effectiveness of the mentor program is rated as 3.6 out of 5 with five people rating the program. There is a considerable range in perspective of the effectiveness of the program. Follow up work underway to further assess the mentorship program. Stay tuned for additional updates around the Community of Mentors program.



Appendix

2021 Email to Artists – 10 sent, 80% open rate, 10% click rate
(note: link to complete survey also sent directly to artists 1:1)



Darryl Chappell Foundation | 1899 L Street NW, Suite 850, Washington, DC 20036

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2021 Artists Survey
47 started survey 11 submitted survey 20% response rate

2021 Survey of Artists - Tell us what is on your mind!! We Listen. We will consider your comments in program design and grant offerings (November 10 - 24, 2021)

The Darryl Chappell Foundation's **mission** is to enable artists to achieve their highest potential. As a nonprofit, we provide grants to other nonprofits to fund artists in artist-in-residence programs; to produce Artists Talk Series; to issue unrestricted cash grants to artists of $1,000 each; and by curating an online Artists Marketplace located on the Foundation's website. Two of the core values of the Foundation are "getting the right things done" and "continuous improvement". In the spirit of continuing to make things better again-and-again, might you provide us with the gift of feedback?



*** Are you aware of the Darryl Chappell Foundation?**

- ◯ Yes
- ◯ No

*** How familiar are you with the mission of the Darryl Chappell Foundation to enable visual artists to achieve their highest potential?**

- ◯ Not familiar
- ◯ Somewhat familiar
- ◯ Familiar
- ◯ Very familiar

*** How familiar are you with our Artist-in-Residence grants?**

- ◯ Not familiar
- ◯ Somewhat familiar

- ◯ Familiar
- ◯ Very familiar



*** How familiar are you with our Artists Talk Series?**

- ◯ Not familiar
- ◯ Somewhat familiar
- ◯ Familiar
- ◯ Very familiar

*** How familiar are you with our unrestricted $1,000 cash grants to artists?**

- ◯ Not familiar
- ◯ Somewhat familiar
- ◯ Familiar
- ◯ Very familiar

*** How familiar are you with our Artists Marketplace?**

- ◯ Not familiar
- ◯ Somewhat familiar
- ◯ Familiar
- ◯ Very familiar

How effective do you think the Artist-in-Residence Program is?

	1	2	3	4	5	
Very ineffective	◯	◯	◯	◯	◯	Very effective

How effective do you think the Artists Talk series program is?

	1	2	3	4	5	
Very ineffective	◯	◯	◯	◯	◯	Very effective

How effective do you think it is to provide artists with unrestricted cash of $1,000

	1	2	3	4	5	
Very ineffective	◯	◯	◯	◯	◯	Very effective

How effective do you think the Artists Marketplace is?

	1	2	3	4	5	
Very ineffective	◯	◯	◯	◯	◯	Very effctive

*** As an artist, what are your greatest needs (or resource requirements) that would enable you to achieve your highest potential?**

0/500

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* As an artist, but also in many cases as a self-sustaining entreprenuerial, what specific business and/or financial needs do you have in building and sustaining your business? (examples - marketing, social media, personal financial planning, business planning, taxes, grant writing support, navigating contracts, strategies for increasing revenue, securing studio space, etc.)

0/500

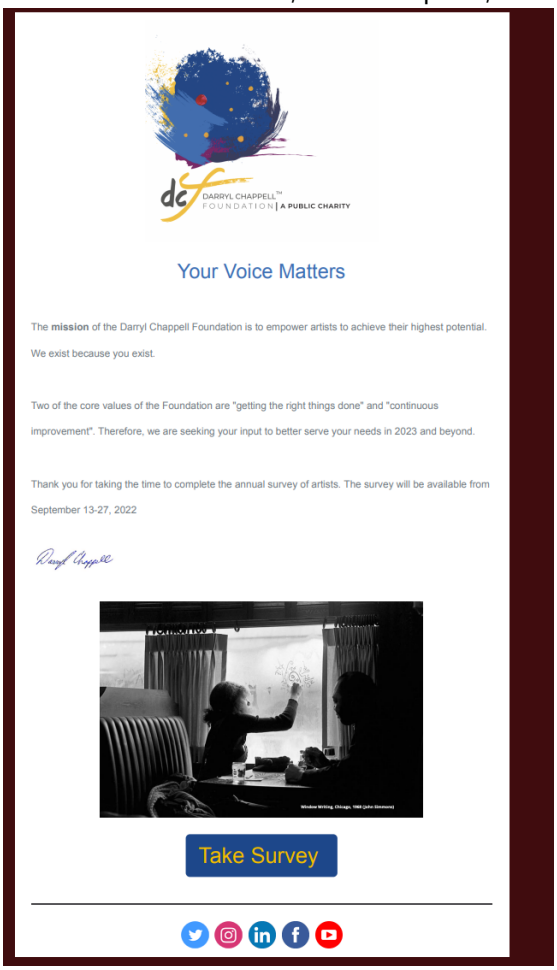
Thank you for providing the gift of feedback!!



Submit Survey

If you just opted in, you're consenting to receive marketing emails from: Darryl Chappell Foundation, 1899 L Street NW, Suite 850, Washington, DC 20036. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email. Emails are serviced by Constant Contact

2022 Email to Artists – 52 sent, 72.5% open, 17.6% click rate



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Your Voice Matters

The **mission** of the Darryl Chappell Foundation is to empower artists to achieve their highest potential. We exist because you exist.

Two of the core values of the Foundation are "getting the right things done" and "continuous improvement". Therefore, we are seeking your input to better serve your needs in 2023 and beyond.

Thank you for taking the time to complete the annual survey of artists. The survey will be available from September 13-27, 2022

Take Survey

2022 Artists Survey
25 started survey 7 submitted survey 28% response rate



2022 Survey of Artists
(September 13-27, 2022)

*** Are you aware of the Darryl Chappell Foundation?**

- ◯ Yes
- ◯ No

*** How familiar are you with the mission of the Darryl Chappell Foundation to empower artists to achieve their highest potential?**

- ◯ Not familiar
- ◯ Somewhat familiar
- ◯ Familiar
- ◯ Very familiar

*** How familiar are you with the Artist-in-Residence Program?**

- ◯ Not familiar
- ◯ Somewhat familiar
- ◯ Familiar
- ◯ Very familiar

*** How familiar are you with the Artists Talk Series?**

- ◯ Not familiar
- ◯ Somewhat familiar
- ◯ Familiar
- ◯ Very familiar

*** How familiar are you with the Fund for Community Art?**

- ◯ Not familiar
- ◯ Somewhat familiar
- ◯ Familiar
- ◯ Very familiar

*** How familiar are you with the online Artists Marketplace?**

- ◯ Not familiar
- ◯ Somewhat familiar
- ◯ Familiar
- ◯ Very familiar



How effective do you think the Artist-in-Residence Program is? (Skip question if not familiar with the program)

	1	2	3	4	5	
Very ineffective	◯	◯	◯	◯	◯	Very effective

How effective do you think the Artists Talk series program is? (Skip question if not familiar with the program)

	1	2	3	4	5	
Very ineffective	◯	◯	◯	◯	◯	Very effective

How effective do you think the Fund for Community Art Program is? (Skip question if not familiar with the program)

	1	2	3	4	5	
Very ineffective	◯	◯	◯	◯	◯	Very effective

How effective do you think the online Artists Marketplace is? (Skip question if not familiar with the program)

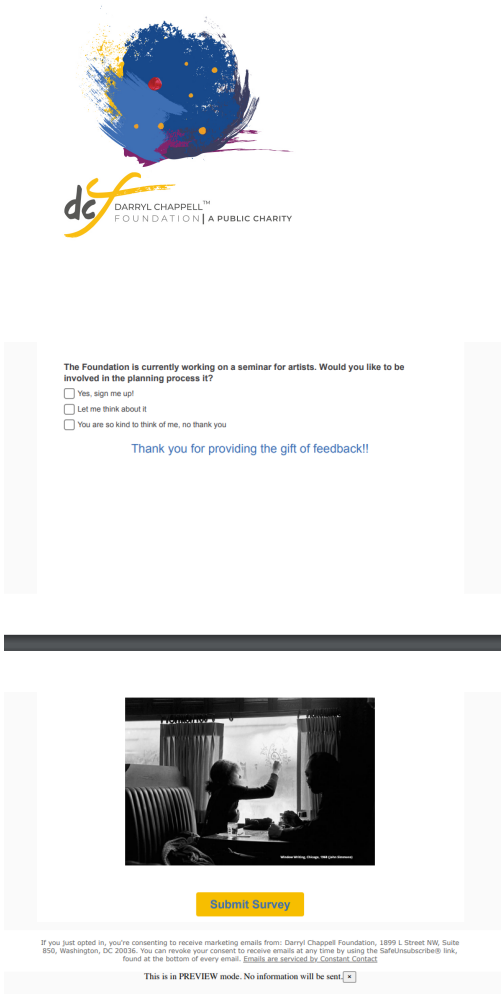
	1	2	3	4	5	
Very ineffective	◯	◯	◯	◯	◯	Very effctive

*** As an artist, what are your greatest needs (or resource requirements) that you believe would enable you to achieve your highest potential?**

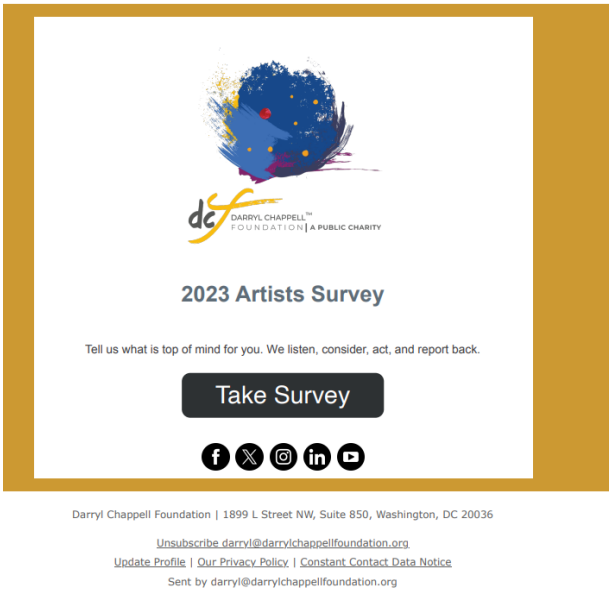
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*** As an artist, but also in many cases as a self-sustaining entrepreneur, what specific business needs do you have in building and sustaining your business? (examples - advertising & marketing, social media, personal financial planning, business planning, understanding your taxes, grant writing support, navigating contracts, strategies for increasing revenue, pricing your artwork, securing studio space, or other)**

0/500



2023 Email to Artists – 246 sent, 57.2% open, 5.9% click rate





2023 Artists Survey
52 started survey 12 submitted survey 23.08% response rate





2023 Survey of Artists
(December 26, 2023 - January 9, 2024)

The mission of the Darryl Chappell Foundation is to empower Afrodescendant artists to achieve their highest potential. We envision a future where artists work together to have a positive and transformative impact on local communities through art.

One of the core values of the Foundation is continuous improvement. Each year we seek feedback from artists on what your greatest resource needs are and how you think the Foundation may assist you in your journey.

The survey will take about 3-4 minutes to complete.

Thank you for your time in sharing feedback.

*** How familiar are you with the mission of the Darryl Chappell Foundation to empower artists to achieve their highest potential?**

- ◯ Not familiar
- ◯ Somewhat familiar
- ◯ Familiar
- ◯ Very familiar

*** How familiar are you with the Artist-in-Residence in partnership with Light Work?**

- ◯ Not familiar
- ◯ Somewhat familiar
- ◯ Familiar
- ◯ Very familiar

*** How familiar are you with the Artists Talk Series (last talk was live from Pittsburgh in June 2023)**

- ◯ Not familiar
- ◯ Somewhat familiar
- ◯ Familiar
- ◯ Very familiar

*** How familiar are you with the Fund for Community Art? First funding was provided to the 11th Street Bridge Park in Washington DC for a mural.**

- ◯ Not familiar
- ◯ Somewhat familiar
- ◯ Familiar
- ◯ Very familiar



*** How familiar are you with the online Artists Marketplace depicting works of nine artists from the Foundation's community of artists?**

- ◯ Not familiar
- ◯ Somewhat familiar
- ◯ Familiar
- ◯ Very familiar

How familiar are you with the community of mentors that are paid by the Foundation to support artists?

- ◯ Not familiar
- ◯ Somewhat familiar
- ◯ Familiar
- ◯ Very familiar

How effective do you think the Artist-in-Residence Program is? (Skip question if not familiar with the program)

	1	2	3	4	5	
Very ineffective	◯	◯	◯	◯	◯	Very effective

How effective do you think the Artists Talk series program is? (Skip question if not familiar with the program)

	1	2	3	4	5	
Very ineffective	◯	◯	◯	◯	◯	Very effective

How effective do you think the Fund for Community Art Program is? (Skip question if not familiar with the program)

	1	2	3	4	5	
Very ineffective	◯	◯	◯	◯	◯	Very effective

How effective do you think the online Artists Marketplace is? (Skip question if not familiar with the program)

	1	2	3	4	5	
Very ineffective	◯	◯	◯	◯	◯	Very effctive

How effective do you think the mentorship program is? (Skip question if not familiar with the mentorship program)

	1	2	3	4	5	
Very ineffective	◯	◯	◯	◯	◯	Very effective

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* As an artist, what are your greatest resource needs at the present moment that you believe the Foundation could assist in fulfilling?

0/500

Thank you for the feedback. We will share results of the survey in the January Flash Update.



Submit Survey

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