

**MISSION:**

*Arizona Humanities builds a just and civil society by creating opportunities to explore our shared human experiences through discussion, learning and reflection.*

**TAGLINE:**

*Explore, Share, Experience*

**ACCOMPLISHMENTS/CHALLENGES:**

Arizona Humanities is a unique organization that brings Arizonans together at public programs to talk, listen and learn. We have an established network of partnerships among diverse nonprofits and community organizations (museums, libraries, educational institutions, and more) that we utilize to implement grant opportunities and programs to broaden humanities awareness in Arizona.

In 2014, Arizona Humanities rebranded. We dropped “Council” from our name and launched a new logo and website. The fresh eye-catching look is less-governmental and has helped connect us with new audiences. Since then, we have continued to rebrand, aligning messaging/programs to our new brand, current trends, and the board’s strategic focus. Prevailing challenges include a lack of clarity in defining the humanities to non-academics, the general public’s lack of awareness about AH programs and resources, and the demographic diversity of our existing and potential participants and patrons, which require communications across multiple media platforms.

**GOALS:**

- **Organizational Goals**
  - Arizona Humanities will be an indispensable resource for expanding awareness of and appreciation for the humanities statewide.
  - Arizona Humanities programs will engage more Arizonans civically and enrich the culture of Arizona.
  - Arizona Humanities will develop financial independence through fundraising, and through strategic partnerships and collaborations with organizations that complement the humanities.
  
- **Marketing Goals**
  - Expand public knowledge and appreciation of AH programs and their impact across the state
  - Highlight the value and impact of Arizona Humanities and its programs
  - Develop Key Messages in coordination with Executive Director and Development Director to increase brand awareness
  - Refine brand and increase awareness of name and mission

**OBJECTIVES:**

<b>BOARD</b>	<b>STAFF</b>
<p>Serve as ambassadors for Arizona Humanities, and see that the organization’s mission and accomplishments are communicated to the public, stakeholders, leaders and patrons. Garner support from the community to enhance the public understanding of Arizona Humanities</p>	<p>Create a comprehensive marketing plan to execute marketing, communications, and public relations for Arizona Humanities. Continue to refine target audiences through use of various communication channels: website, email, print/mailing, social media, marketing materials, partner communications, and public interface.</p>
<p>Identify persons of influence across the state that are supporters of the humanities and receptive to the mission of Arizona Humanities. Connect persons of influence with AH staff (the Executive Director or Development Director) to follow up and connect.</p>	<p>Develop a campaign in conjunction with Development Director during annual appeal to generate public awareness and need to support Arizona Humanities programs.</p>
<p>Create and refine personal stories of Arizona Humanities programs and grants to share with the public, stakeholders, leaders and patrons. Use marketing materials (including the new rack card and advocacy card) to promote AH.</p>	<p>Develop a 1-2 minute video about Arizona Humanities to be used at programs and events.</p>
<p>Identify events, employee fairs, or other speaking opportunities for board and/or AH staff to attend and share the mission of Arizona Humanities.</p>	<p>Increase storytelling and branding of AH through marketing materials which may include quotes and images from programs.</p>
<p>Actively and publicly represent Arizona Humanities when attending local programs in the community. Articulate AH’s mission, accomplishments, and goals to the public by introducing yourself as an AH board member. Connect with host organizations and inform AH staff prior to programs and/or after programs to review opportunities.</p>	<p>Initiate more robust collection of participant experiences for marketing, including grantees, program participants, patrons and others.</p>