



Midwest Artist Project Services Fiscal Sponsorship Criteria

Artistic Merit

- Does the applicant have a strong history of producing artistic work?
- Did they submit any compelling work samples that demonstrate a clear artistic vision? If not, are they collaborating with an artist to meet the arts component requirement?
- Is the artistic portion of the project key to its implementation?

Project Organization

- Has the applicant submitted a reasonable, achievable timeline?
- Have they wisely delegated the workload?
- Have they identified all the related tasks required to implement the project?
- Is the project ambitious enough to merit fiscal sponsorship? (i.e. would it be better served by a single crowdfunding campaign?)

Project Thoughtfulness

- Did the applicant identify clear outcomes for a successful project?
- Did they build in any type of evaluation or documentation?
- Will they be able to provide a sound final report to a potential funder?
- Are they able to articulate or demonstrate the community benefit of the project?

Budgeting & Fundraising Plan

- Does the budget seem realistic and reasonable?
- Did they cite the sources of their projected costs?
- Did they get competitive bids or find ways to do things in an economical way?
- Does their fundraising plan show diverse income sources?
- Did they identify a plan for any crowdfunding campaign?
- Did they identify any potential grant sources specifically?

Marketing & Promotion

- Did the application submit a thorough plan to market or promote the project?
- Did they identify an audience and how they would reach that audience?
- Did they include promotional expenses in their budget?
- Did they submit any examples of past press they received?