



Powering the Arts 2026 Application Preview & Preparation Guide

The Powering the Arts Grant is designed to support arts and culture organizations as they build connections with new and diverse audiences. To help you get a head start, we've outlined the full application contents below so that you can gather everything you need before you begin the online application.

This document includes all required data fields and narrative questions. We recommend preparing your responses in a separate document first, then copying them into the application form once it opens.

Section 1: Applicant Profile Information

You'll be asked to provide the following organizational and contact details:

- Organization Legal Name
- Federal Employer Identification Number (FEIN)
- Organization Address
- County (Bucks, Chester, Delaware, Montgomery, Philadelphia, or eligible York zip codes)
- Website & Social Media Handles

Primary Contact for Application

- Full Name
- Title
- Phone Number
- Email Address

Executive Director / CEO / President

- Full Name
- Phone Number
- Email Address

Section 2: Narrative Questions

Please prepare responses to the following questions. Each answer should be clear and concise, and aligned with the goals of audience expansion and community engagement.

Organizational & Project Overview

- Brief Description of Your Organization
Max 500 words
- Organization's Mission Statement
- Brief Description of Your Proposed Project
Max 500 words
- Project Budget
(Note: a separate budget spreadsheet is required. Be sure to show a 1:1 match — up to 50% in-kind contributions allowed.)
- Project timeline
Please provide a brief timeline of your proposed grant project activities. For example:

- Activity Name X: September 30, 2026 - December 31, 2026
- Activity Name Y: February 1, 2027 - May 31, 2027

Audience Engagement Strategy

- Describe your organization's current audience.
How do you know who they are? (e.g., surveys, ticketing data, observations, other methods)
- Describe the new audience your organization aims to reach.
Why are you choosing to engage with this group? How does this align with your mission?
- How do you plan to reach this new audience?
Include strategies, partnerships, and potential barriers — as well as how you intend to address them.
- How will you measure success in attracting and engaging this new audience?
What impact will this have on your organization and the community you serve?

Tips for Applicants

- Start early — These questions are designed to help you reflect and be strategic. Give yourself time to gather input from your team or partners.
- Be specific — When describing audiences and methods, concrete details are more compelling than general statements.
- Connect to impact — The review panel is looking for a clear sense of *why* this work matters for both your organization and the broader community.

Best of luck — we look forward to reading your proposal and learning about your exciting work in the arts!

- *The Powering the Arts Team*

