



Nine Effective Practices

for Building Audiences for the Arts



This infographic summarizes *The Road to Results: Effective Practices for Building Arts Audiences*, a guide based on the work of 10 arts organizations that received funding from The Wallace Foundation between 2006 and 2012 to develop audience-building initiatives. An analysis of their efforts, which were shaped by audience research and then evaluated, revealed nine factors contributing to their success. To read the report and see other Wallace publications about audience building, visit www.wallacefoundation.org.