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2024 Amplify Art Evaluation Criteria

Amplify Art is a social media based crowd-funding program that leverages community support for and awareness of diverse creative projects happening in Northeast Indiana. Amplify Art is made possible with support from PNC Bank.

Applications will be reviewed on the evaluation criteria listed below. Applicants should review these criteria and ensure that their application narrative responds to each portion.

COMMUNITY IMPACT

- Project encourages participation in a unique artistic experience (10 pts – Q8, Q11, Q12)
- Project is accessible to the broader community (10 pts – Q8, Q11, Q12)
- Project will involve representation from a specific community, partner organization, or geographic location (5 pts – Q12)

PROJECT FEASIBILITY

- Project budget is feasible/realistic and aligns with the proposed project (10 pts – Q13, Q14, Q15)
- Application provides information on what will occur if fundraising goal is not met (5 pts – Q16)
- Applicant has sufficient social media presence (5 pts – Q3)

PROJECT MANAGEMENT

- Applicant has a detailed promotional plan outlined in their application (10 pts – Q17)
- Application includes detailed information on who will make the project happen (10 pts – Q10)
- Application was completed with all required documents (5 pts)