

## Application Tips for 2022

**Memorable Title:** Be evocative of the event experience. Brevity is best.

**Accurate Title:** Don't overpromise or overextend what the event will provide. If the event is about broccoli, don't use a title indicating people will learn about all vegetables.

**Event Date or Date Range:** Events should fall between November 4 and 4pm on November 13, 2022.

- Thursday, Nov. 3 is reserved for Spirit & Place's opening night event
- Saturday, Nov. 5 is the Monumental Marathon
- Tuesday, Nov. 8 is Election Day
- Sunday, Nov. 13 *after 4pm* is the closing Spirit & Place Public Conversation

**Event Time:** Be mindful of the time and day of your event. Will it work for the audience you hope to reach? How long is the event and does it offer a level of engagement people can and will commit to?

**Collaborating Partner(s):**

- Depth of collaboration is more important than the number of partners.
- If tackling an issue not central to your mission (e.g., an art or history museum leading an event on mental health), you **MUST** involve a partner with content and/or service expertise in that area.
- It is strongly recommended your collaborating partners verify their application information and provide input on the narrative.

**Audience Experience:** Paint a picture for the Selection Committee. What is the format? What will the audience experience? What order will things occur? What will the audience see, hear, and do? Critiques we often hear from the Selection Committee include:

- Not fully understanding what the audience will experience.
- Trying to pack in too much with too many activities, panelists, and options. **Keep it focused! Go deep rather than broad.**
- Panelists/speakers only representing one side of an issue. We are not looking for debates, per se, but we do want to see how you will include varying perspectives.
- Event goals tied to promoting an organization or agenda rather than building a sense of community.

**Theme:** Be direct about the connection between the theme and your event and how the audience will *experience* your interpretation of the theme.

**Arts, Humanities, Religion:** Clearly state how you are using the arts, humanities, and/or religion in an intentional way to engage your audience. The Selection Committee gives preference to interdisciplinary events.

- **Arts:** What kind of prompts or questions tied to the theme are artists being asked to interpret?
- **Humanities:** Do not forget to reference the specific humanities-based discipline being used.
- **Religion:** Address how the event will reflect on or examine faith beliefs, practices, and/or traditions in relation to the theme.