

# ReVision Relevance

and build an inclusive,  
sustainable future.

Nina Simon  
[ofbyforall.org](https://ofbyforall.org)



**Let's start  
with a poll.**



# Let's start with a poll.

[bit.ly/revisionpoll](https://bit.ly/revisionpoll)

**If a trusted funder offered your organization a blank check right now for one of the following paths forward, what would you do with the money?**

- ☐ Use it to pay our team and come back to normal operation (with healthy reserves!) when it is safe to do so.
- ☐ Use it as risk capital to pay our team to radically reinvent our programs, services, and business model.
- ☐ Redirect the money to other organizations and people who are in greatest crisis right now.
- ☐ Let the existing organization die and use the money to build something totally new.



# Let's talk results.

[bit.ly/revisionpoll](https://bit.ly/revisionpoll)

**If a trusted funder offered your organization a blank check right now for one of the following paths forward, what would you do with the money?**

**28%**

☐ Use it to pay our team and come back to normal operation (with healthy reserves!) when it is safe to do so.

**66%**

☐ Use it as risk capital to pay our team to radically reinvent our programs, services, and business model.

**1%**

☐ Redirect the money to other organizations and people who are in greatest crisis right now.

**5%**

☐ Let the existing organization die and use the money to build something totally new.









*your* **museum.** *tu* **museo.**























***2011***

**\$700,000 budget**

**7 staff members**

**17,000 visitors**

***2011***

**\$700,000 budget**

**7 staff members**

**17,000 visitors**

***2018***

**\$3,000,000 budget**

**40 staff members**

**148,000 visitors**



OF/BY/FOR ALL is a global movement equipping civic & cultural organizations to become **OF**, **BY**, & **FOR** their communities so communities grow stronger and organizations do too.



# ReVision Relevance

CHOOSE  
WHO  
WHAT  
HOW



# ReVision Relevance

**CHOOSE**  
WHO  
WHAT  
HOW



need to  
change





need to / want to  
change / change



need to / want to  
change / change

**choose to change**



**What might you  
choose to change?**



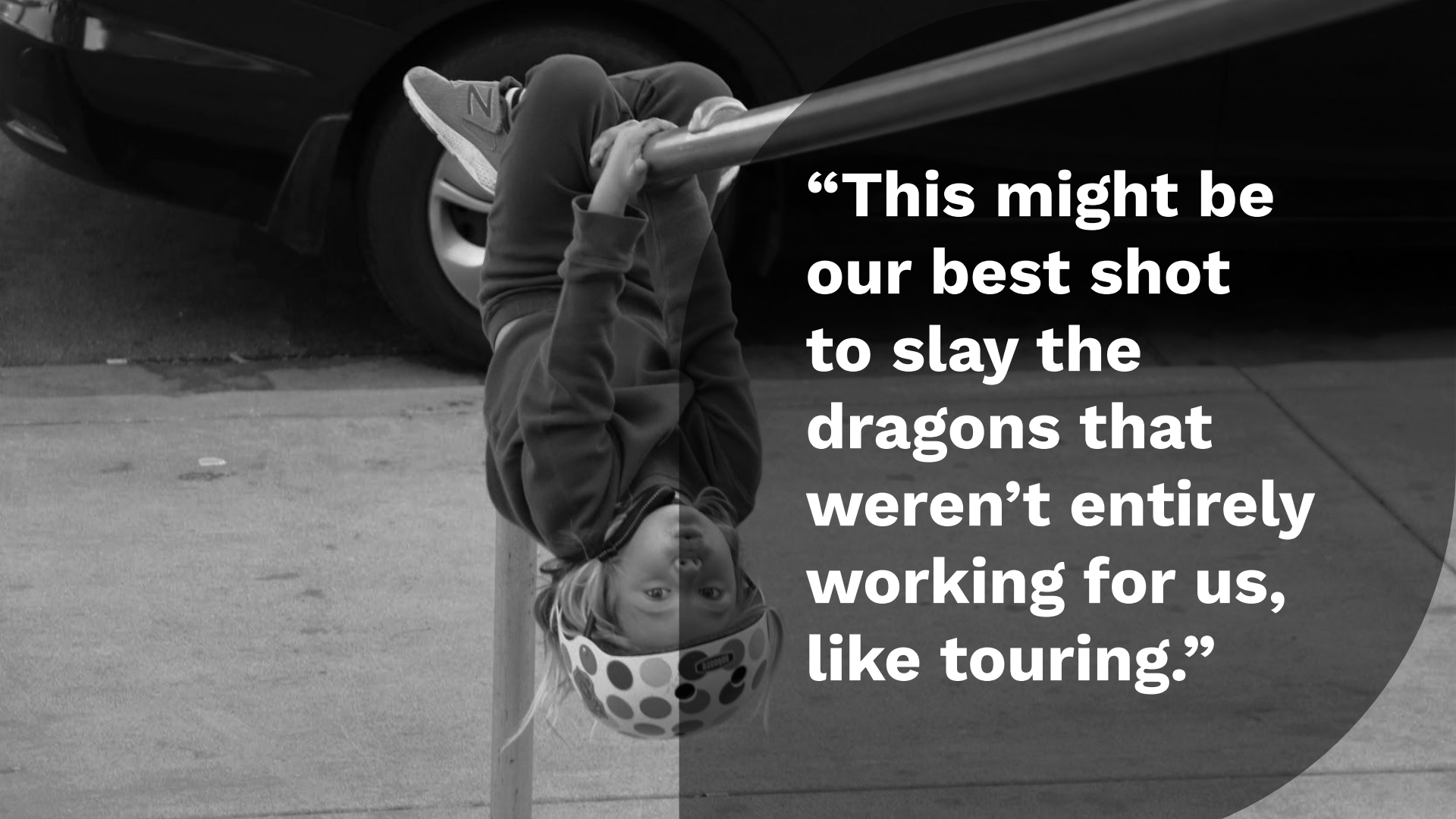
**What didn't work  
for you before the  
pandemic?**






A black and white photograph of a person hanging upside down from a horizontal metal bar. The person is wearing a helmet with large black polka dots on a light background. They are wearing dark clothing and sneakers. The background is a blurred outdoor setting with a concrete ground and a dark structure. A large, semi-transparent dark circle is overlaid on the left side of the image, containing the text.

**“Because our season was canceled, it’s an extraordinary crisis but also a huge opportunity - we are unchained from our subscribers for the first time.”**



**“This might be  
our best shot  
to slay the  
dragons that  
weren’t entirely  
working for us,  
like touring.”**

A black and white photograph of a person wearing a helmet and dark clothing, hanging upside down from a horizontal metal bar. The person's head is at the bottom, and their legs are at the top. The background is dark and out of focus, showing what appears to be a concrete surface and a dark structure. A large, semi-transparent dark circle is overlaid on the left side of the image, containing the text.

**“I’m scared senior management in the orchestra world will not use this time to undo some of our models which make us inherently inflexible and risky as organizations.”**

**What might you  
choose to change?**





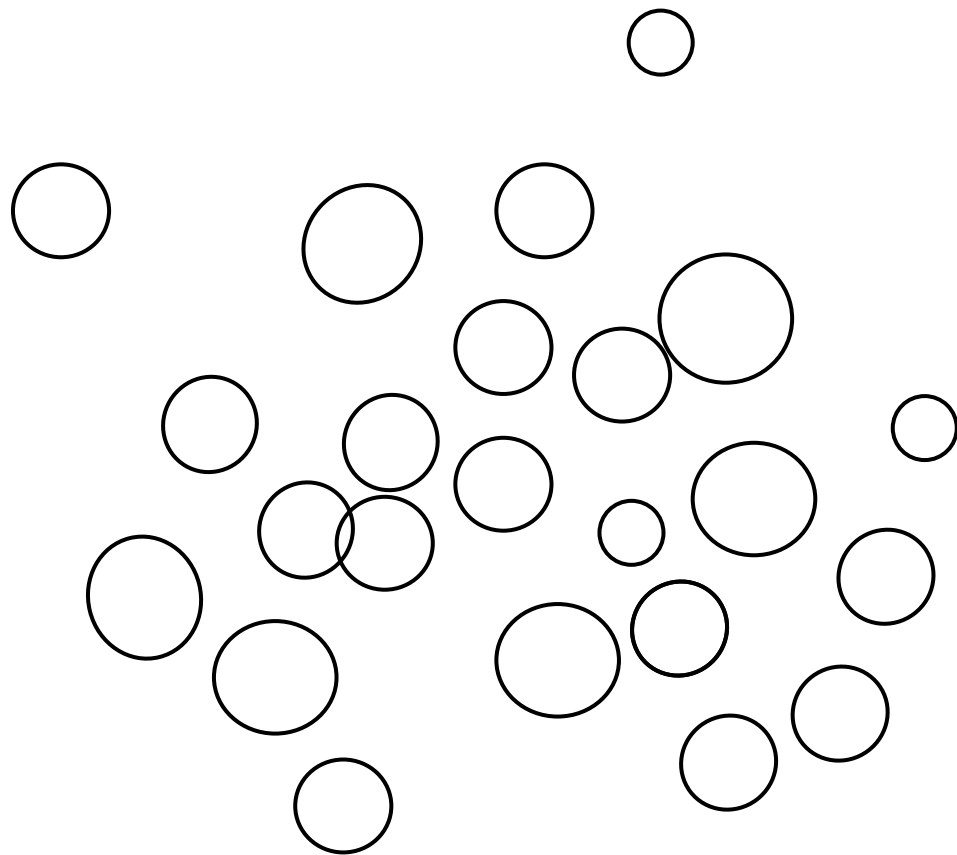
# ReVision Relevance

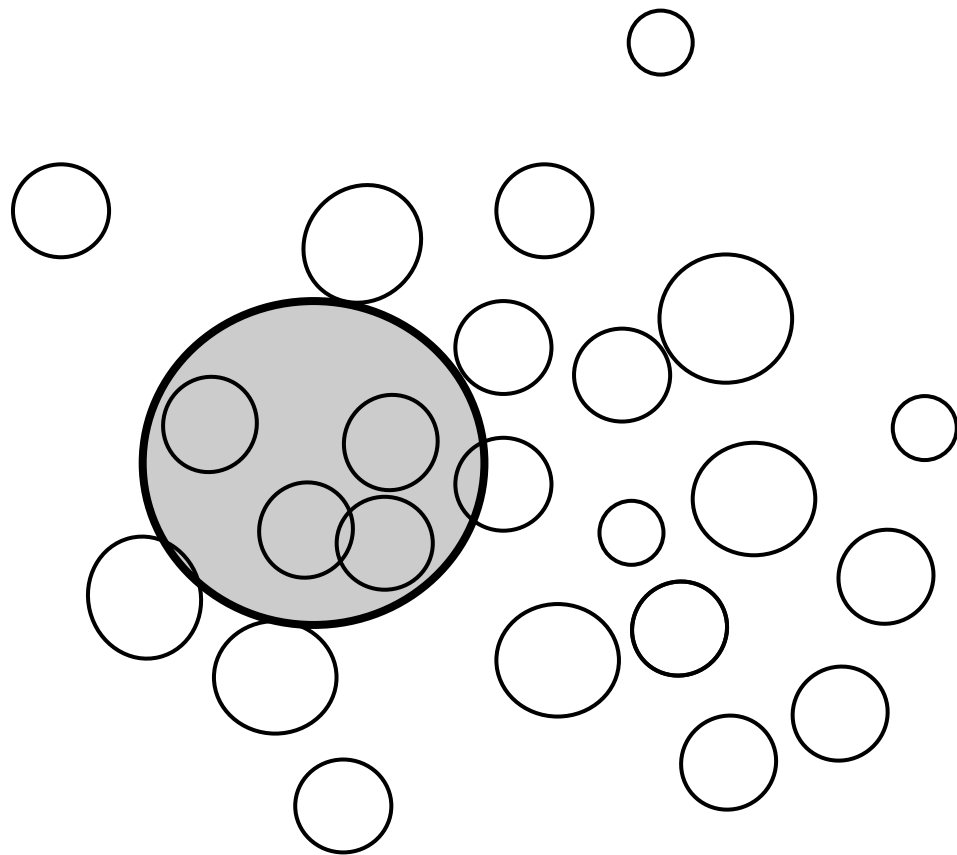
CHOOSE  
**WHO**  
WHAT  
HOW



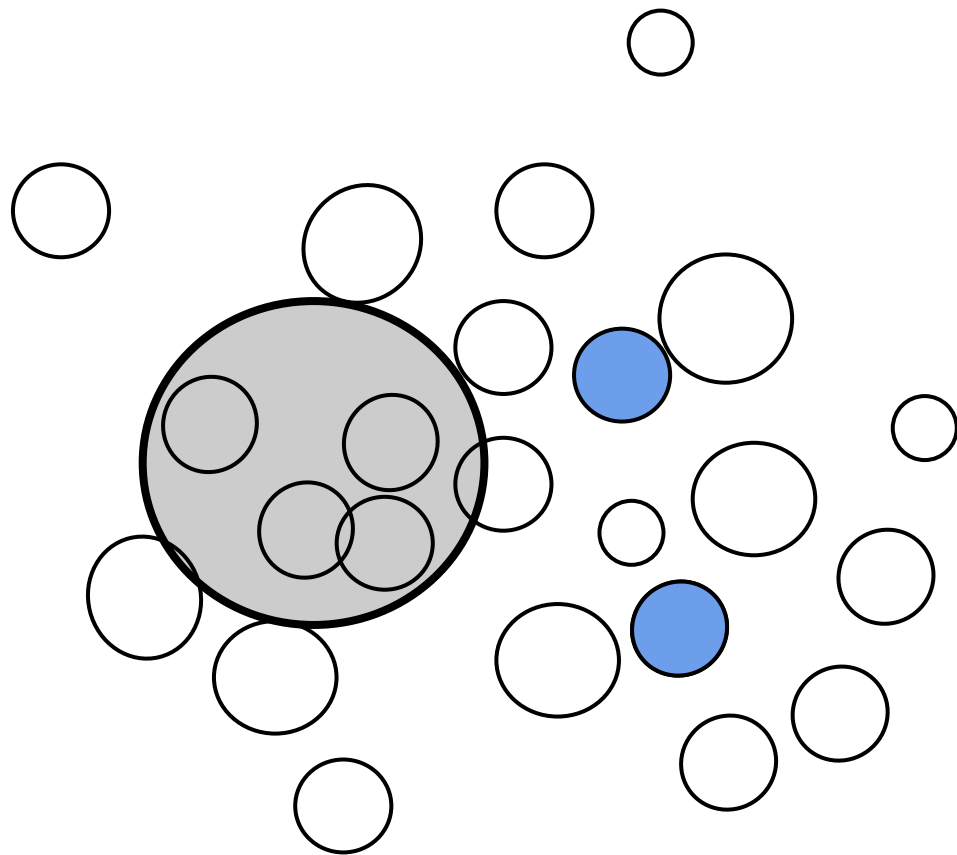
**Who is critical to  
the future of your  
organization?**

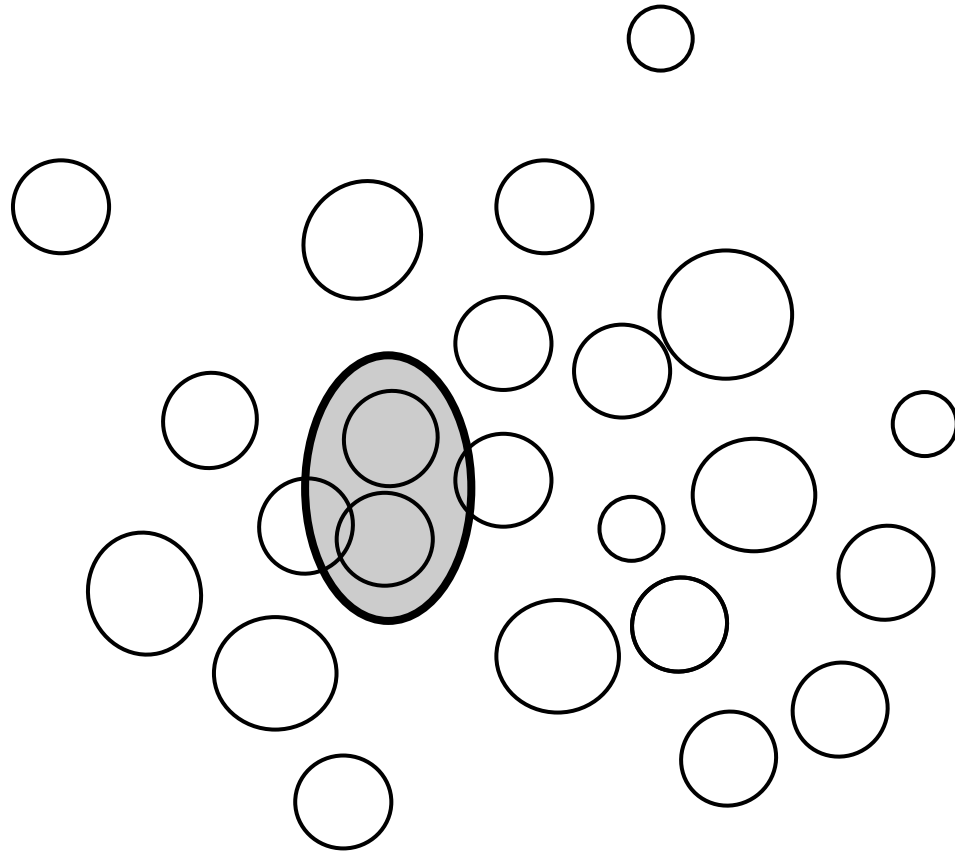


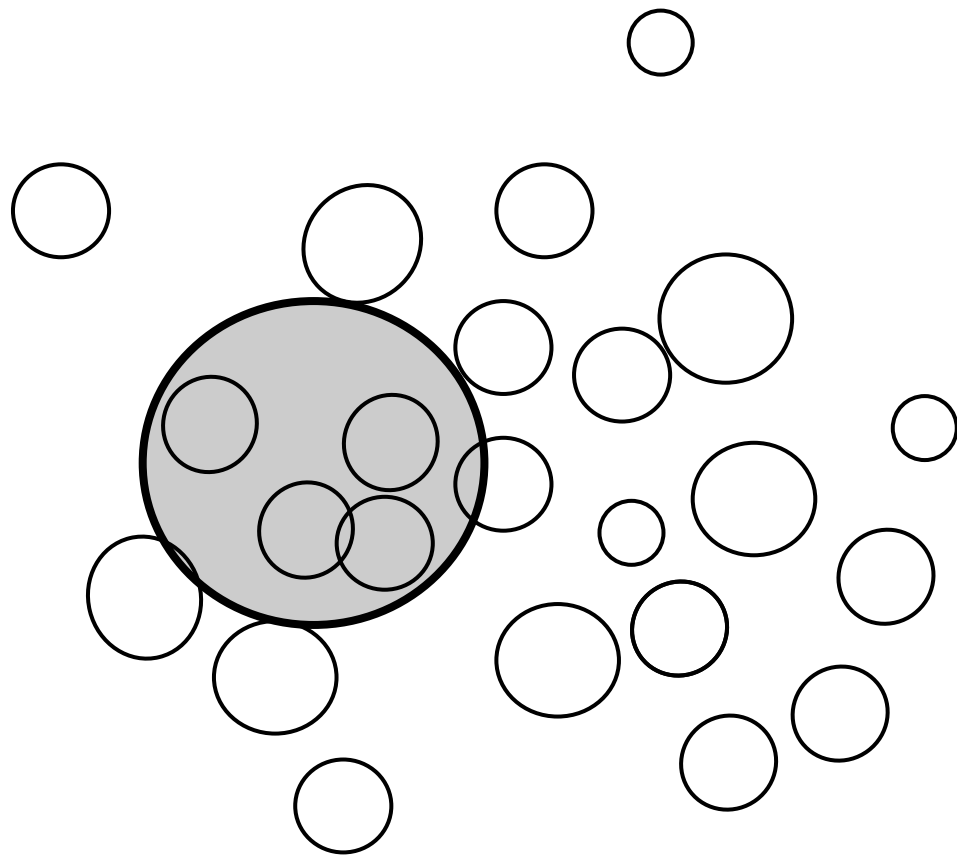




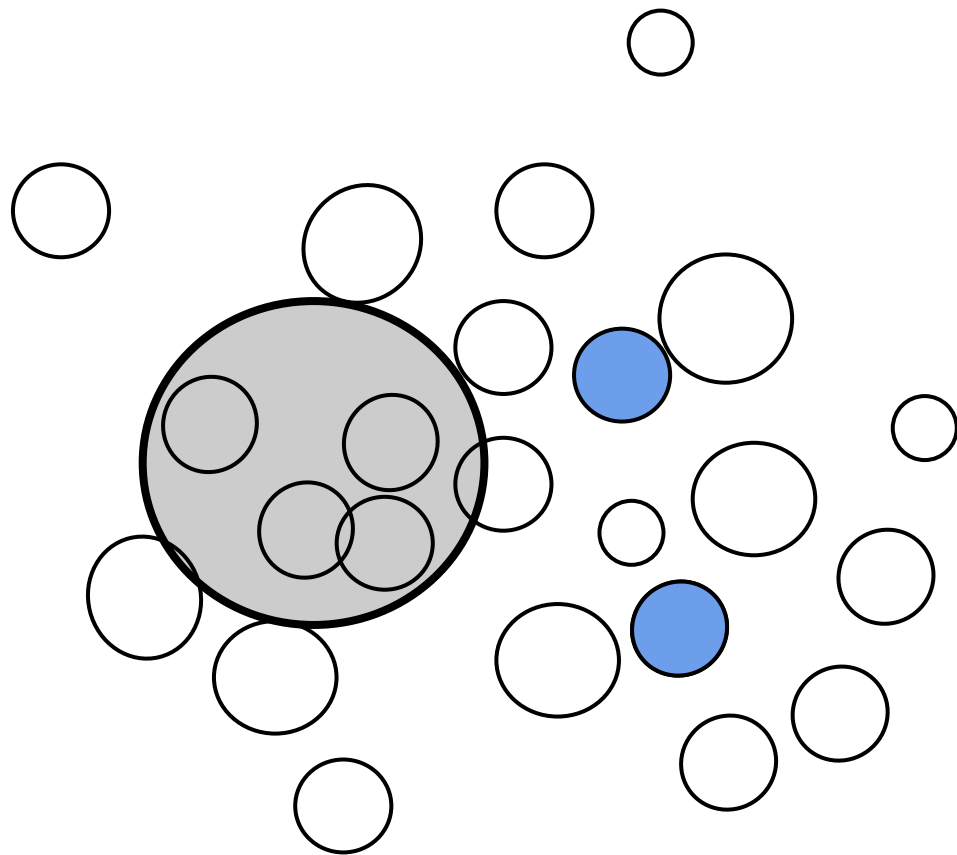


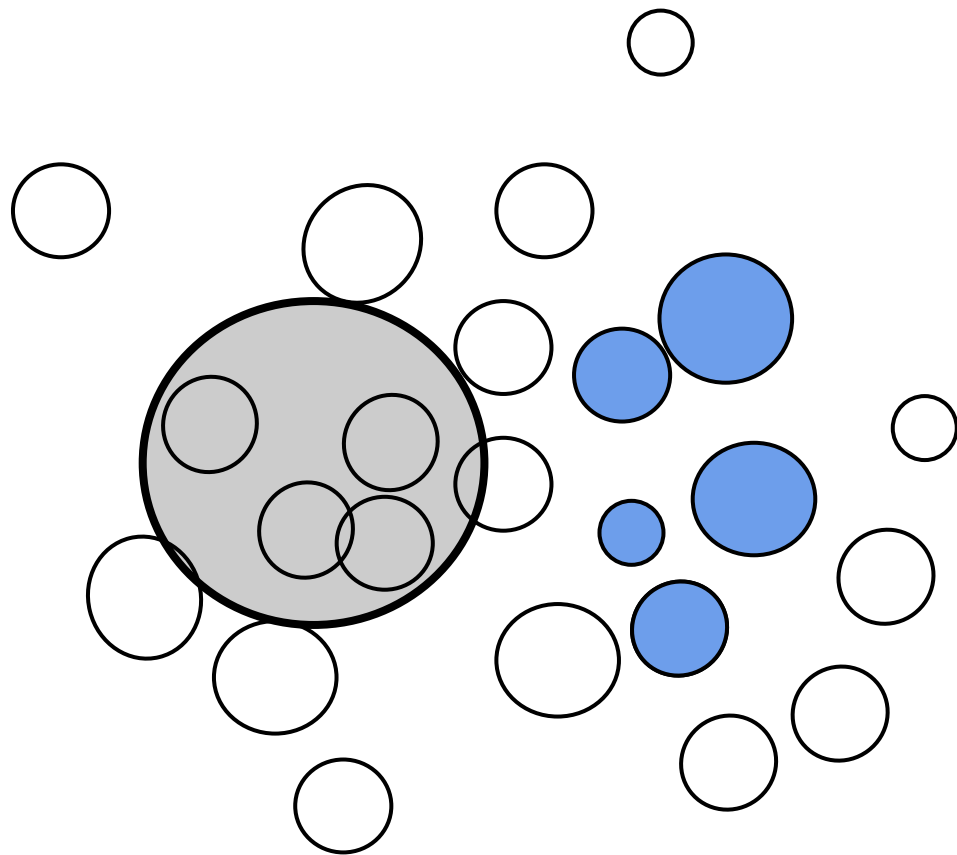


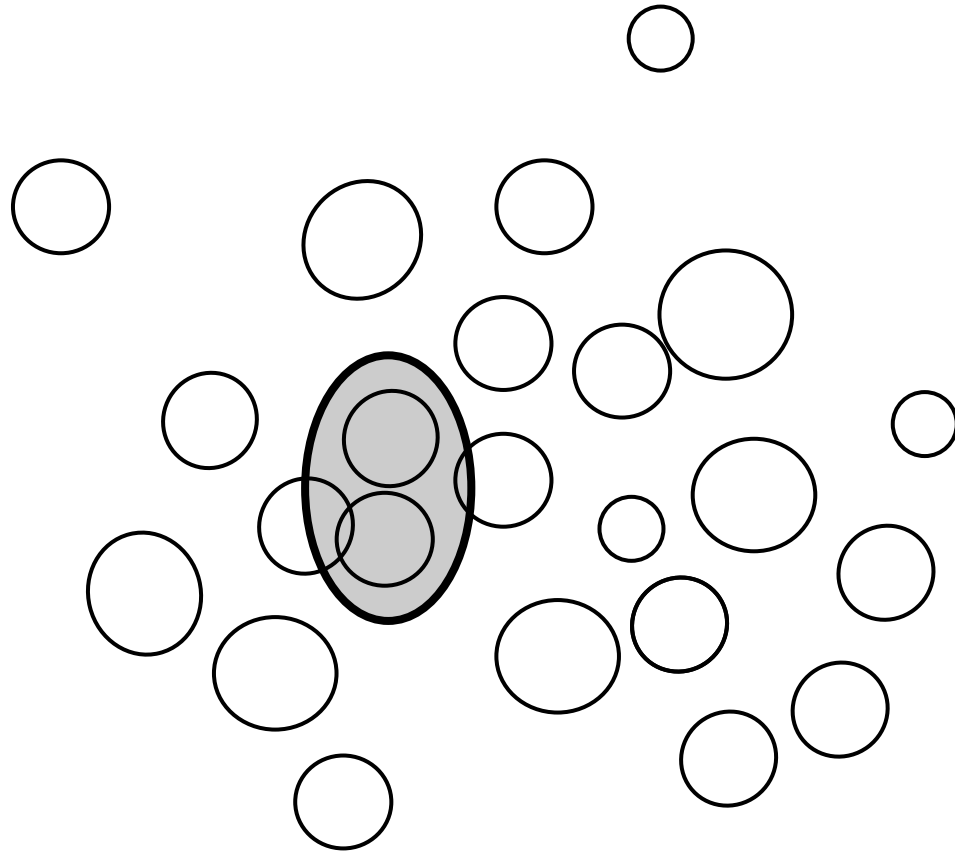




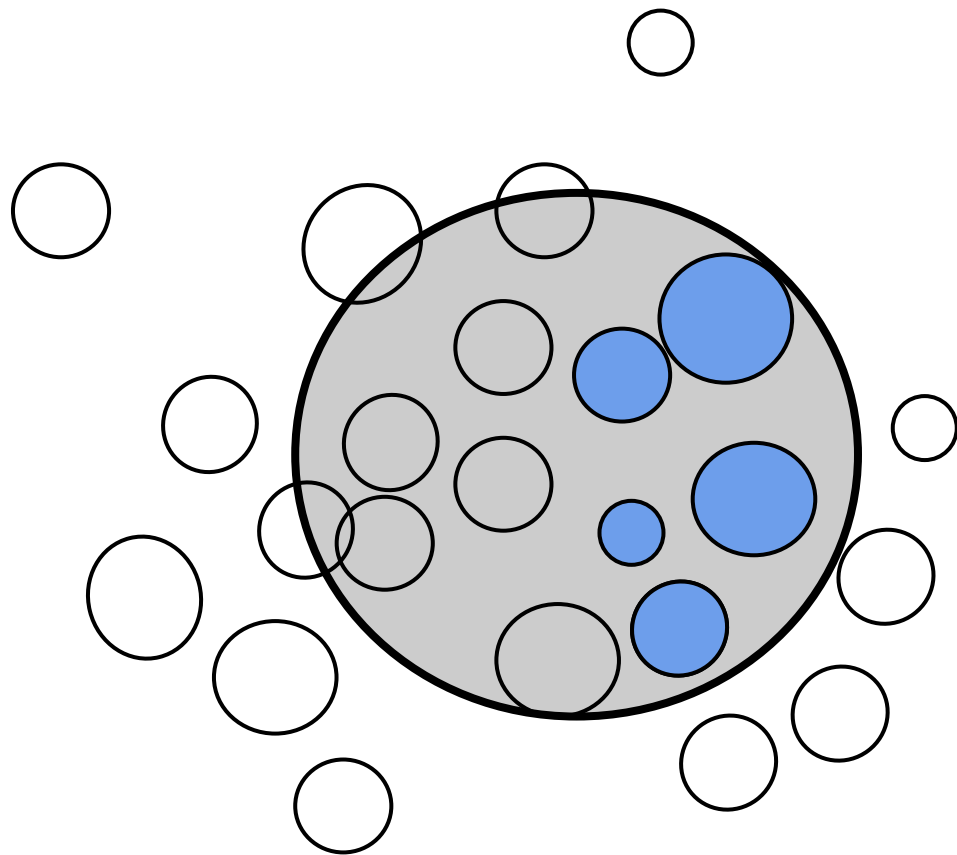










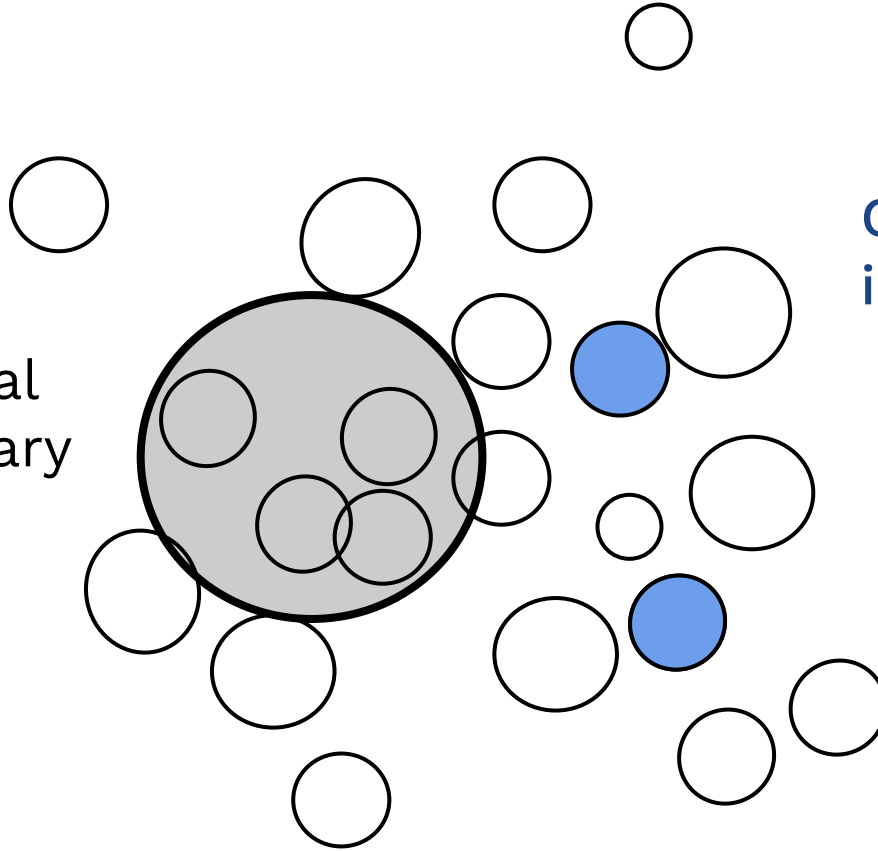






## Traditional communities:

- International contemporary artists
- Local art lovers



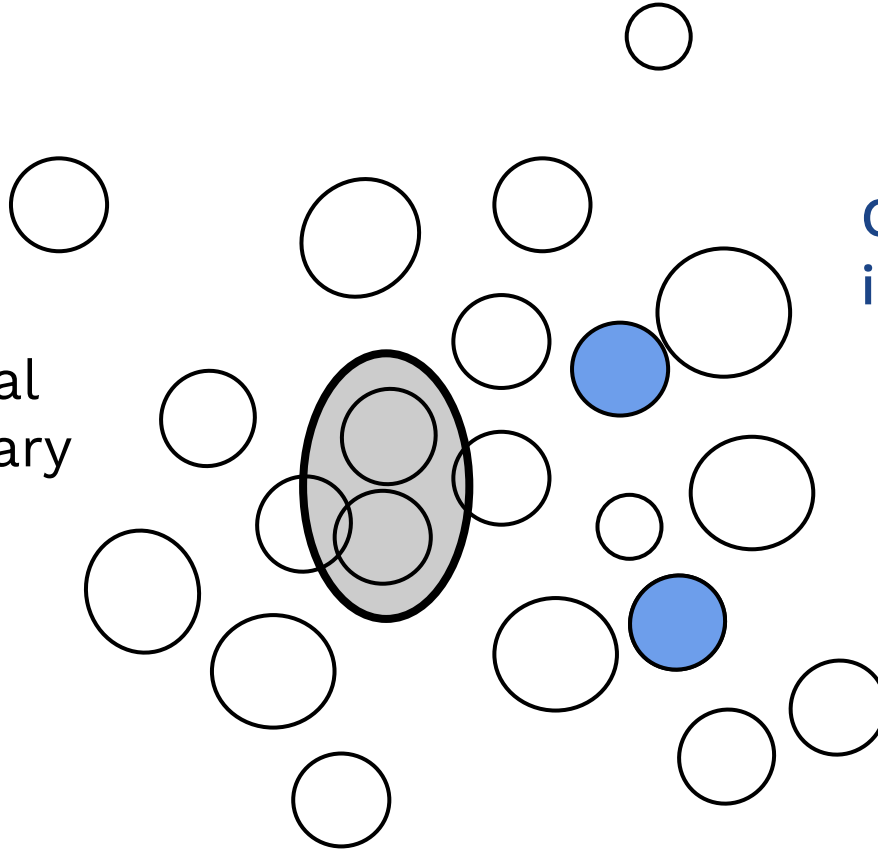
## Communities of interest:

- Local artists
- Families in the neighborhood



## Traditional communities:

- International contemporary artists
- Local art lovers

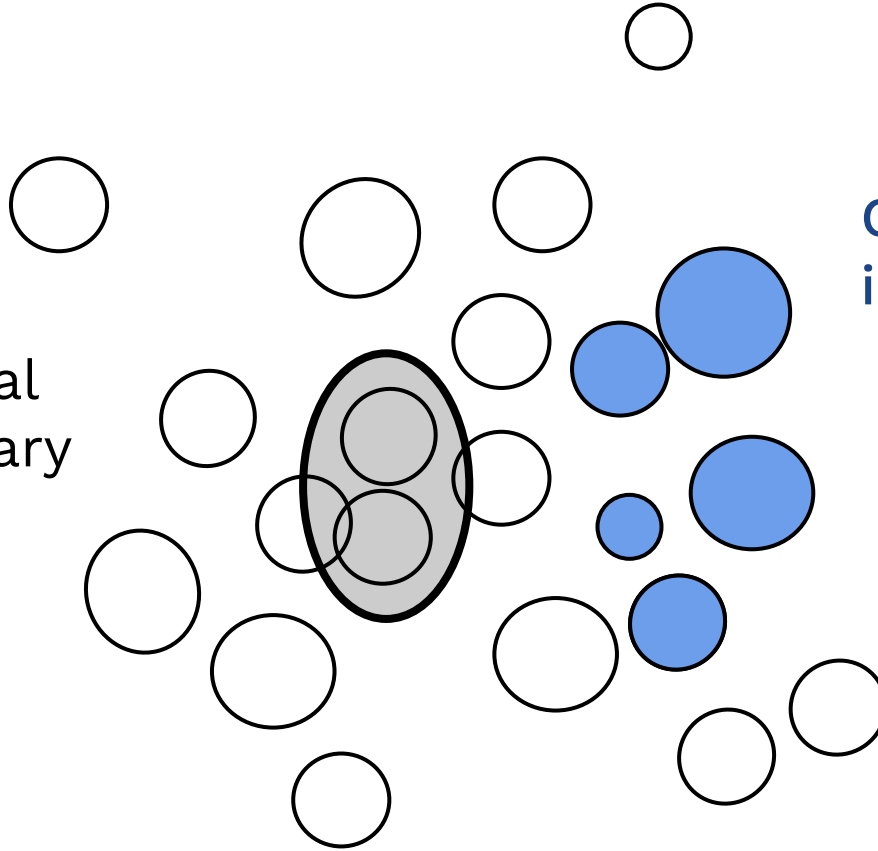


## Communities of interest:

- Local artists
- Families in the neighborhood

## Traditional communities:

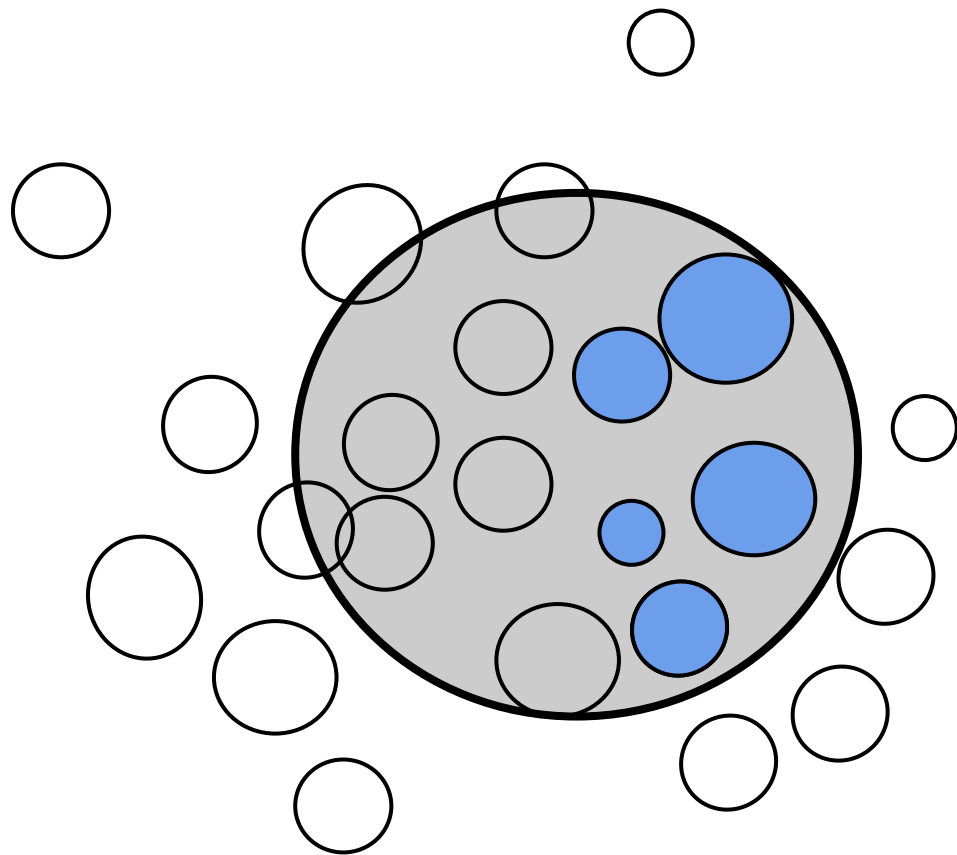
- International contemporary artists
- Local art lovers



## Communities of interest:

- Local artists
- Families in the neighborhood







**Who is critical to  
the future of your  
organization?**




# ReVision Relevance

CHOOSE  
WHO  
**WHAT**  
HOW





A photograph showing a collection of string instruments, primarily violins and violas, laid out on a light-colored surface. The instruments are made of polished wood, with some showing signs of wear and age. They are arranged in a somewhat overlapping manner, with their bodies and necks visible. A semi-transparent dark grey circle is overlaid on the top left of the image, containing the text.

**What assets can  
you share?**

# NEEDS

## Things you lack

Focusing here  
can make people  
feel deficient or  
demeaned.

# ASSETS

## Strengths you have

Focusing here  
can make people  
feel supported and  
powerful.







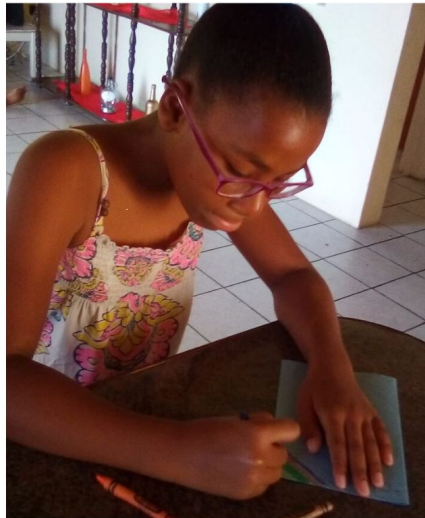
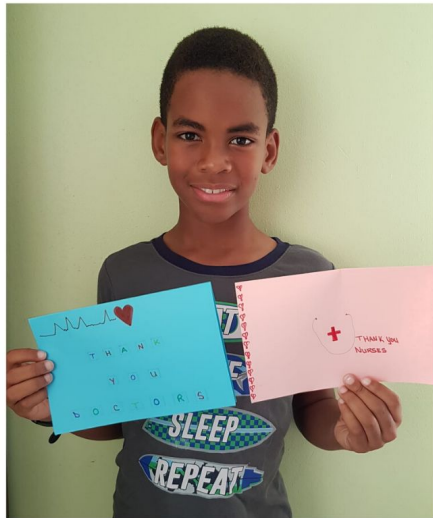
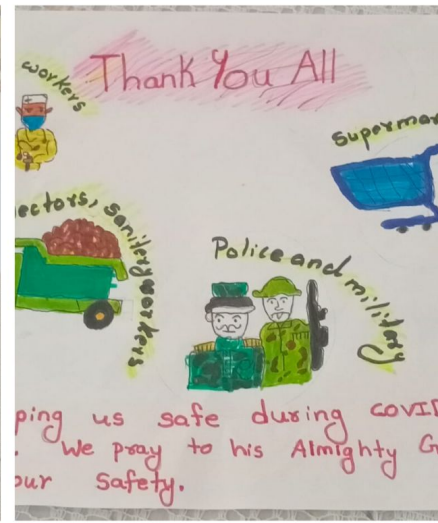
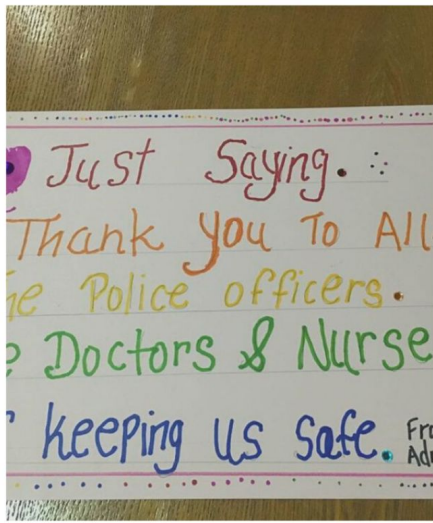
**SYMPHONY**  
**for a**  
**BROKEN**  
**ORCHESTRA**





**SYMPHONY**  
**for a**  
**BROKEN**  
**ORCHESTRA**

















**“What are we FOR?  
We’re not for selling  
tickets. We’re not for  
selling beer.**

**We tell big stories  
and then make them  
true in the world.”**

# ReVision Relevance

CHOOSE  
WHO  
WHAT  
**HOW**





# ReVision Relevance

What do you choose to change?  
Who do you commit to involve?  
What assets can you share?

**HOW**



# ReVision Relevance

and build an inclusive,  
sustainable future.

Nina Simon  
@ninaksimon  
nina@ofbyforall.org

