

Dear National Endowment for the Arts Grantee:

Congratulations on your recent NEA grant **insert grant number here** for a project titled "**insert project title here**." As a member of the NEA community, you are no doubt well aware of how powerful a force art can be. It can make you feel and think, and can change how you see the world. But until now, these effects of art have been rooted in anecdote rather than in research. With your help, we are hoping to change that.

The NEA is in the midst of conducting an online survey, the ArtBeat Survey, as part of a study to better understand how people are affected by the arts. The online survey specifically will measure the audience impact of NEA-funded events in the performing arts, visual arts, media arts, and folk and traditional arts that occur between September 1, 2013 and February 28, 2014.

We are hoping you will contribute to this important effort by participating in the ArtBeat Survey. It would require your organization distributing information about the survey to your audiences. We will provide participating grantees with both analyses and raw data about the audiences of NEA-funded projects from the results of the survey.

Please note that **participation in this initiative is voluntary** and that **neither your participation nor the survey findings will have any effect on your current grant or future applications**.

To be considered for enrollment in the pilot, please e-mail us your wish to participate at [survey@arts.gov](mailto:survey@arts.gov) by **August 23, 2013**. Because this is a pilot, we plan to limit participation to the first 30 grantees who respond.

**The ArtBeat surveys are anonymous: no personally identifiable information is collected, and individual responses cannot be attributed to particular respondents. Responses themselves and their association with particular grantees may be made public under the Freedom of Information Act.**

We thank you for your consideration. For any questions, please contact the NEA's Office of Research & Analysis at [survey@arts.gov](mailto:survey@arts.gov), or call Roman Ivanchenko at 202.682.5743.

Cordially,

Joan Shigekawa  
Acting Chairman  
National Endowment for the Arts