

Audience & List Brainstorming

Building an audience list can include thinking through already established contacts and stakeholders. By considering recently attended conferences, email newsletters, project stakeholders, focus groups for a project, advocates who reached out, or practitioners you worked with, we're able build an engaged audience together. This brainstorming can include names, positions, or even just organizations that you think could be interested.

Here are a few places—admittedly U.S.-focused—to think through to help in audience brainstorming:

Academic & Research Organizations

- Researchers at think tanks (e.g., Urban Institute, Pew Research Center, RAND, Brookings Institution)
- Staff or members of research associations (e.g., National Association for Welfare Research & Statistics)
- Scholars and academics
- Data organizations (e.g., NORC, Census Bureau)

Nonprofit Organizations

- Membership organizations (e.g., Economic Analysis and Research Network (EARN), Chamber of Commerce, American Medical Association)
- Advocacy groups (e.g., National Low Income Housing Coalition, National Women's Law Center, AARP)
- Civil rights organizations (e.g., National Council of La Raza, Human Rights Campaign, Leadership Conference on Civil and Human Rights)
- Community stakeholders (e.g., local organizations for any places named in your project)
- Service providers (e.g., United Way, community health centers, food banks)
- Community activists, grassroots organizations, and advocates for populations (e.g., Moms Rising, National Fair Housing Alliance, National Head Start Alliance, Children's Defense Fund)
- Charities and philanthropy (e.g., Catholic Charities, Salvation Army, Red Cross)

Federal Government and Executive Branch

- Appointees, policymakers, or grant-makers at Cabinet-Level Departments (e.g., Housing Urban Development, Health and Human Services, Department of Agriculture, Department of Education, Department of Labor, Department of Justice)
- Appointees or policymakers at independent agencies (e.g., Interagency Council on Homelessness, Consumer Financial Protection Bureau, Federal Housing Finance Agency)
- White House staffers or appointees (e.g., Council of Economic Advisers, Office of Management and Budget, Domestic Policy Council, Vice President's office)

- White House initiatives or Cabinet-level initiatives (e.g., White House Initiative on Educational Excellence for Hispanics, White House Task Force on Puerto Rico, Office of Engagement, Offices of Intergovernmental Affairs, Office of Civil Rights).

- Funders**
 - Program officers of funding organizations for this project and past projects (e.g., Annie E. Casey Foundation, Ford Foundation, Kellogg Foundation)
 - Philanthropic community organizations (e.g., East Bay Community Foundation)
 - Entrepreneurs (e.g., Bill and Melinda Gates Foundation, Chan Zuckerberg Initiative)

- Legislative Body**
 - Staffers who work in Senator's or Representative's offices
 - Staffers who work for a congressional committee (e.g., Joint Committee on Taxation; Senate Committee on Health, Education, Labor and Pensions; House Ways and Means Committee)
 - Staffers who work for congressional caucuses (e.g., LGBT Equality Caucus, Congressional Asian Pacific American Caucus (CAPAC), House Hunger Caucus)
 - Researchers at the Library of Congress, Congressional Budget Office, or Government Accountability Office

- State and Local Elected and Program Officials**
 - Associations of elected officials or civil servants (e.g., National Governors Association, National League of Cities)
 - Elected officials (e.g., Mayors, Governors, County Supervisors)
 - Staff to elected officials (e.g., a Mayor's Chief of staff, a City Manager or County Administrator)
 - Program directors or practitioners (e.g., program officers at a public housing authority a county welfare director)

- Private Sector**
 - Consultants and consulting firms (e.g., Accenture, Boston Consulting Group, Deloitte)
 - Businesses and startups (e.g., Lyft, Airbnb)

- Your Personal Audience**
 - Colleagues in your department or division
 - Colleagues in other departments, divisions, organizations, or universities
 - Trustees or board of directors
 - Social media networks (e.g., Twitter, LinkedIn, Facebook)
 - Friends and other personal relationships