



Central Ohio Symphony

Engaging the Community Through Music



RECONNECTING

Community Investment Project and
Kickstarter Campaign

League Presentation
June 2013

Symphony Received Getty Community Investment Grant



Using drumming circles to engage court-involved adolescents with substance use disorders and/or mental illnesses. Partner with Delaware County Juvenile Treatment Court and local treatment providers to help juvenile offenders gain control over their illness and/or substance disorder, take responsibility for their offense and their personal development, and **reconnect** as healthier individuals with their families and community.

The juveniles actively make and define the music, become performers and find new ways to express emotions and gain new life skills. Drumming is accessible to any skill level including handicapped.

Goals of Grant

- Enhances our mission
- Meets a community need
- Innovative

We were looking for community engagement outside the concert hall.

Drumming Circle Project

- Mental Health and Addiction Treatment Courts are pretty unique to Ohio. Treatment Court programs results in significant cost savings to the community.
- Courts need greater variety of resources to provide activities, motivation and incentives for youth to complete program.
- We identified that Drumming Circles could provide alternative treatment options.
- Court loved the idea but we did not have funding.
- Applied to the Getty funding program and the Central Ohio Symphony was the only 7-8 orchestra to receive a Getty Grant.
- The grant made the resources available.
 - Provided training for 3 through a certified program.
 - Travel for training.
 - Drumming equipment.
 - Staff salaries for 6 months of facilitation.



Drumming program has brought unprecedented recognition to the Symphony

Community inquiries for collaborations have come from:

Cancer Support Community of Central Ohio
Ohio Heath (Local Hospitals)
Children's Summer Lunch Program
Other courts and judges
Council for Older Adults
District Library
Corporate team building and employee retention
Board of Developmental Disabilities

...and we continue to get more requests.

Drumming program also:

- Builds community partnerships
- Adds value to our community
- Strengthens support for all Symphony activities
- Fills our mission
- Achieves benchmarks of the **“Your Orchestra,
Your Community, Roadmap to Success”** from the League

Taking the Drumming Project Further

This project is our gift to our community.
The Symphony wanted to demonstrate the results of this community engagement initiative back to our audience.



“Reconnecting”

A work for Symphony and Drum Circle

Why Kickstarter “Crowd Funding”?

Partnering with New York composer Ben Goldberg to create the work. Previous grant requests we wrote for the composition were not successful.

Now that we have an ongoing drumming program and equipment, we needed funding for the composition.

Saw a **360** post from Jim Holt at the League asking if anyone had done a Kickstarter project.

Kickstarter did a presentation at last year’s conference.

Ben and I thought Kickstarter would work.

We discovered we were in new territory for an orchestra!

Our Kickstarter Page



RECONNECTING

A PROJECT OF
THE CENTRAL OHIO SYMPHONY
AND BEN GOLDBERG

Share 472 Tweet <>
Embed

★ Remind me

Bridging troubled youth and community through a new composition and performance for drum circle and symphony orchestra.

THANK YOU TO ALL OUR BACKERS! WE DID IT!

If you would still like to be a part of RECONNECTING please know that any additional funds we raise will be used towards enhancing the concert experience and your rewards.

Our Project

Reconnecting, a new musical composition for full orchestra and drum circle, was conceived and developed through conversations between composer Ben Goldberg and Central Ohio Symphony Executive Director Warren Hyer. It evolved from our goal to spawn a musical experience that would relate directly to the Symphony's community. The piece will be a single movement work of approximately ten to fifteen minutes, to be premiered during the Symphony's 2014-15 concert season.

The composition will create a musical dialogue about a unique local rehabilitation program for juvenile offenders with mental illness or substance abuse issues. The Treatment Court of the Delaware County (Ohio) Juvenile Court is designed to help

109

backers

\$8,425

pledged of \$7,700 goal

0

seconds to go

Funding period

Apr 3, 2013 - May 18, 2013 (45 days)



Project by

Central Ohio
Symphony/Ben
Goldberg
Brooklyn, NY

Contact me

First created 1 backed

Has not connected Facebook

Website: centralohiosymphony.org

See full bio

Pledge \$5 or more

4 backers

Thank you! Central Ohio Symphony Executive Director Warren Hyer and composer Ben Goldberg will email you a note of thanks, along with a photo of the performance you helped bring to life.

Estimated delivery: Sep 2015

Pledge \$10 or more

24 backers

We want you to hear the music! We will email you a digital copy (mp3) of the performance you helped to fund.

The composition will create a musical dialogue about a unique local rehabilitation program for juvenile offenders with mental illness or substance abuse issues. The Treatment Court of the Delaware County (Ohio) Juvenile Court is designed to help participants gain control over their illness or addiction, to take responsibility for both their offense and their personal development, and to reconnect as healthier individuals to their families and community.

The Symphony's forthcoming drum circle project within the Treatment Court has been funded through a grant from the League of American Orchestras. The Court has identified this project as a program to strengthen the success of their participants. To quote Treatment Court Magistrate John Eufinger after learning about the potential of drumming circles, "I'm sold!" Those who engage in the Court's drum circle program will perform in the drum circle for the premiere of *Reconnecting*.

Before beginning the composition, Ben will travel to Delaware to personally visit the Treatment Court and observe its activities. Through discussions with the participants and their court-appointed providers, he will gain a deeper understanding of the juveniles' progress through the Court. These conversations will be used as the inspiration to create a tone poem that follows the participants' struggles and successes within the program. We believe this partnership between composer, symphony, and justice system will be the first of its kind.

Reconnecting will explore a timely subject that bridges art, justice, and mental health care reform. It is about youth developing the capacity to move forward with success in life and their families, reconnecting as positive participants in their community, and reconnecting the Symphony's community engagement efforts musically with their audiences.



For more information and updates on the Symphony's drum circle project visit <http://ReconnectingRhythms.wordpress.com>

Your Support

Here is what this kickstarter campaign will support and what is already in place for your contribution to enhance.

- The commission for Ben Goldberg to write this unique work.
- Music preparation: the work involved in making the conductor's score and musician's parts. In addition, this will include program notes and define how those in

We want you to hear the music! We will email you a digital copy (mp3) of the performance you helped to fund, plus the above reward.

Estimated delivery: Sep 2015

Pledge \$25 or more

24 backers

You are making it happen! Your name will appear in the program of the concert (a copy of which will be mailed to you), plus all the above rewards.

Estimated delivery: Sep 2015

Pledge \$50 or more

17 backers

Enjoy the sound of high fidelity music! You will receive a CD of the recording of the performance, plus all the above rewards.

Estimated delivery: Sep 2015
Add \$5 to ship outside the US

Pledge \$100 or more

16 backers

Join us at the premiere! Two free tickets to the concert, plus all the above rewards.

Estimated delivery: Sep 2015

Pledge \$150 or more

2 backers

Grab a drum! An invitation to join a Central Ohio Symphony drum circle session in Delaware, Ohio, and a CD of the Central Ohio Symphony performing works from the classical repertoire, plus all the above rewards.

Estimated delivery: Sep 2015
Add \$5 to ship outside the US

Pledge \$250 or more

Considerable planning and communications with Kickstarter

Header descriptions for the site

Our Project

Your Support

Who We Are

- Ben Goldberg - Composer
- Central Ohio Symphony
- Warren W. Hyer - Executive Director of the Central Ohio Symphony
- Jaime Morales-Matos – Conductor and Music Director

How Kickstarter works and how to be a Backer

Questions

Risks and challenges

List of Rewards

Professional quality video. Both Ben and I are in the video.

Created an active dialogue between us and the donor.

Developed a budget that included Kickstarter and Amazon fees, cost of rewards including shipping, administrative costs and awards for the juvenile musicians.

We added a little extra to the budget at last minute so that we could do a little more with the project.

Getting the Word Out

- Developed a marketing and communications plan.
- e-mails to people we knew.
- e-blasts and considerable Symphony facebook. Ben did not have facebook at the time.
- Local newspaper articles.
- I started a blog to attract supporters.
- Symphony devoted a page in the concert program.
- We received regional television coverage for the circles but not the Kickstarter.
- I did corporate contacts with Remo Drum Company, a feature on the League's Hub and through the Percussive Arts Society.
- Did drumming demonstrations with collaborative partners.

Follow Up

We developed a post campaign communications plan in advance. This project will not be performed or seen by the community until the spring of 2015 and donor rewards will come after that.

We felt it was important that we keep our donors engaged and anticipating the project.

What were the results?

- Our “crowd” was mostly people who knew either Ben or the Symphony.
- Ben contacts through his network of friends and their friends resulted in more donations of smaller amounts.
- Symphony donations were on average larger and the biggest but fewer. They are passionate about our program and the juveniles benefit and the court
- Average donation overall was higher than we expected but fewer than expected.

These contacts resulted in very small return:

- Drum Company
- The League
- Percussive Arts Society
- The Court staff

The three biggest donations came from personal contact.

The largest was prompted by a musician not in our ensemble who understood the groundbreaking qualities of our program. She promoted the campaign to a couple who have established a foundation fund for new/contemporary music projects.

I have since met them and am supplying our data behind the campaigns results.

We are also working to cultivate them for future projects.

What made this successful?

- Unique innovative project.
- Project had emotional appeal.
- Tied in with our program to benefit the community.
- Spoke to not only our known supporters but those captured by a unique idea.
- Getty funding served as an endorsement.
- Accepted donations in the office for those wanting tax credit.
- A campaign cannot make donations to itself. I made them for individuals on my credit card and I was reimbursed by the Symphony.
- We had a variety of communications methods outlined in advance.
- We did not rely on facebook or other social media for publicity.

Observations

We spent much more time on the project than expected. Certainly more than I could give to it.

Took more time to plan and put together than anticipated.

Donation pace was fast then very slow. Made for anxious days.

Pace picked up in the last 3 days.

Video work was donated and of high quality. I think a critical element.

We made our campaign feel and sound different than other typical Kickstarter campaigns.

We did a great deal of planning and discussion with Kickstarter staff.

We had a well defined budget.

Campaign timing came up against our spring fund drive.

Need to capture funder's emotion for a real cause.

Contact Us

I would be glad to talk with you more about our drumming and Kickstarter projects.



Warren W. Hyer, Executive Director

The Central Ohio Symphony

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Central Ohio Symphony on facebook

Ben Goldberg

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