

League of American Orchestras
2013 National Conference

Development, Groups 1-2
Constituency Meetings
Constituency Liaison: Polly Kahn
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Development

Tuesday, June 18

1:30pm – 1:45pm
Mills 3, 4th Floor

Welcome and Round Robin Introductions

Emma E. Dunch, president, Dunch Arts, LLC

1:45pm – 2:30pm
Mills 3, 4th Floor

**What Drives Our Fundraising Programs? What's the Strategy?
How Can we Help One Another Be More Effective?**

- Organizational momentum
- Board development and fundraising expectations
- Artistic revitalization
- Community Role
- Role of digital media
- Broadening the message: telling the holistic story of the orchestra's activities
- What does success look like?

Jon Limbacher, chief development officer, The Cleveland Orchestra

2:30pm – 3:15pm
Mills 3, 4th Floor

How Do We Attract and Retain Development Personnel?

- Institutional alignment and shared expectations
- What's the job description
- Maintaining staff morale
- How can we make a difference as a Development community?

Sandy Smith, vice president & development officer, Atlanta Symphony Orchestra

Wednesday, June 19

2:00pm – 3:00pm
Grand Hall B, 4th Floor

The Patron Model: A Perspective Examined

Has the Single Patron Model been a success or not? A fact or a fad?
This session will explore two perspectives on the issue.

*Paul Hogle, executive vice president, Detroit Symphony Orchestra;
Nicki Inman, vice president of patron engagement, Memphis*

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Symphony Orchestra; Sherri Prentiss, vice president of marketing, Cincinnati Symphony Orchestra; David Snead, vice president, marketing and communications, New York Philharmonic

(Shared with Marketing 1-2)

3:00pm – 4:00pm
Mills 3, 4th Floor

“Hits and Misses” Round Robin: Raising Money Effectively: Tessitura, Direct Mail, Telefunding and Beyond

What’s Working/What’s Not Working: exploring the relationship trajectory. Is there a formula?

Sandy Smith, vice president & development officer, Atlanta Symphony Orchestra

Thursday, June 20

8:30am – 9:15am
Mills 3, 4th Floor

Break-Outs: Small Group Discussions and Report Backs Session 1

Possible topics:

- Donor Fatigue and the Annual Giving Pipeline (Jennifer Damiano)
- Upsides and Downsides of Hiring Outside the Industry (Sandy Smith)

Emma E. Dunch, president, Dunch Arts, LLC

9:15am – 9:30am
Mills 3, 4th Floor

Report Backs

9:30am – 10:15am
Mills 3, 4th Floor

Session 2

- Mastering “Moves Management”: best practices in discovery/cultivation/solicitation/stewardship (David Chambers)

Other?

10:15am-10:30am
Mills 3, 4th Floor

Report Backs

Development Constituency Meetings have been sponsored by CCS -- Fundraising | Development Services | Strategic Consulting

Name badges for this event generously provided by TALASKE | Sound Thinking