

Pre-Conference Seminar
Getting More Out of Individual Giving

June 4, 2014
8:00am - 12:30pm

The Westin Seattle
1900 Fifth Avenue, Seattle, Washington, 98101

Fundraising today is challenging as ever. And while we have seen a shrinking base among institutional and corporate giving for cultural organizations, the good news is that there is real opportunity for growth in individual giving. Organizations that are able to make the essential transition from institutional to individual giving will do well. This session will unpack some very concrete best practices in growing your individual base.

Stacy Wilson Margolis, vice president for development, League of American Orchestras; Michelle Hamilton, vice president for development, Charlotte Symphony Orchestra; Mandy Sauer, executive director, Tallahassee Symphony Orchestra

Wednesday, June 4, 2014

8:00-8:10am **Introductions and Welcome**
Stacy

8:10-9:00am **The Changing Landscape for Individual Giving**
Stacy

- What are some trends we are seeing in individual giving?
- Where do we need to improve and how do we?
- Examples of some great work in this area

9:00-10:30am **Growing Patron Loyalty and Fundraising through Board/Staff Teamwork**
Mandy

Support

In this session, participants will learn about a new model for structuring the boards of smaller-budget orchestras, one where board members and staff work together to grow and maintain its subscriber/donor base. Based on the principals outlined by Paul Hogle (Executive VP, Detroit Symphony) and David Snead (VP of Communications & Marketing, New York Philharmonic) in their League seminar, *Patron Growth and Advancement*, and those adopted by the Obama campaign in building its highly successful grassroots effort, this new model has the added benefit of keeping board members highly engaged and invested in the organization. The model was developed by the Tallahassee (FL) Symphony Orchestra.

10:30-10:45am

Break

10:45am-12:00pm

Building a Major Gifts program

Michelle

Is your orchestra ready to launch and build a successful major gifts program? This session will take you through the “must-haves” in order to be successful in this very critical area of individual giving. By introducing eight essential elements, participants will learn what it takes to be successful and will have the opportunity to do a self-audit for each element. Participants will leave with an individualized action plan to increase effectiveness in this area.

12:00-12:30pm

Taking the Learning Home

Stacy

12:30pm

Adjourn

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League of American Orchestras

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