

Charlotte Symphony Orchestra

Symphony Yes!

Robert Stickler

League of American Orchestras

Annual Meeting



How it began

- October 2012 Board Retreat
- Charge: \$10,000 to be raised by each Director
- “Reception in a box”

How it works

- Reception hosted by director or friend
- Program provided by CSO
 - Music Director
 - Music by musicians
 - Video
 - Soft ask
 - Letters available when guests leave
- Musicians are key

Results

- 21 Symphony Yes! receptions
- Raised \$589,024 of which \$473,925 was in multi-year pledges
- Director involvement
- Buzz