

Grassroots Fundraising Partnerships Between Volunteers and Development

Symphony Season Opening Gala, September 2013

Casey Oelkers

Director of Development

Elaine Mischler

Board Member and Volunteer, Madison Symphony Orchestra League



MADISON
SYMPHONY
ORCHESTRA

John DeMain | Music Director

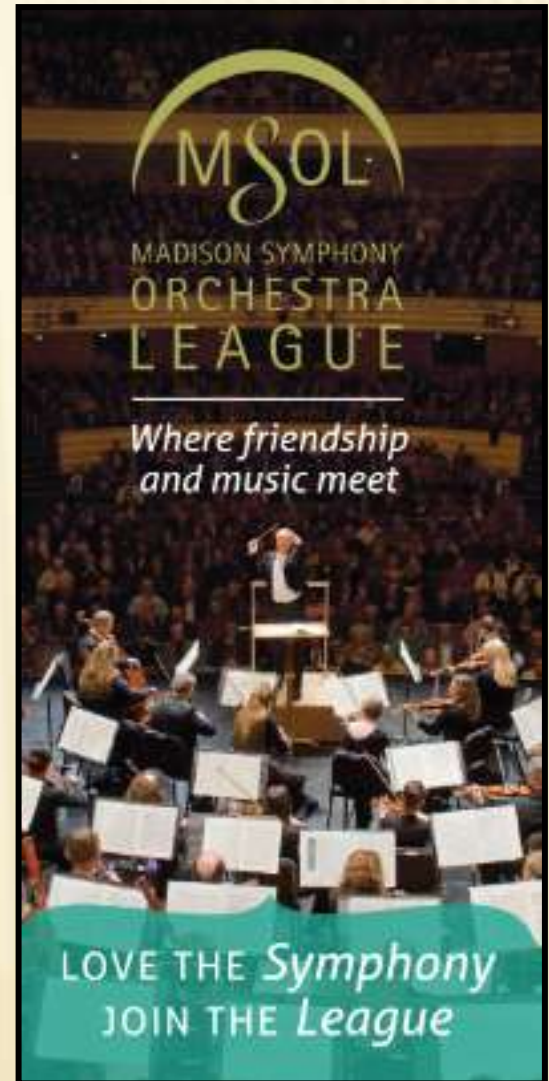


MADISON SYMPHONY
ORCHESTRA
LEAGUE

Where friendship and music meet

Madison Symphony Orchestra League

- Formed in 1956, currently 330 members (men and women)
- Board of 28 Directors and Advisors
- Shares 501(c)3 status with Madison Symphony Orchestra (MSO)
- Supports artistic, educational and financial goals of MSO
- Fundraising events: \$80,000 annual commitment to MSO
- Volunteer support for education programs and audience development





Celebration of Maestro DeMain's 20th Anniversary Season





Celebration of Maestro DeMain's 20th Anniversary Season





Celebration of Maestro DeMain's 20th Anniversary Season





Celebration of Maestro DeMain's 20th Anniversary Season

John DeMain's wish:

- Be serenaded by MSO musicians whom he adores
- Ensure the MSO's future artistic success that he has worked so hard to build over 20 years



20 YEARS WITH
John DeMain

Process of Fundraising

- Previous Galas – table sponsorships, hosts, auction, request for \$\$ at the event
- Anniversary Gala – direct mail fundraising campaign, w/ phone follow-ups





Symphony Season Opening Gala





Symphony Season Opening Gala





Symphony Season Opening Gala



Vision and Purpose of Event Drove Statistics

- 244 attendees (up from 134 attendees in 2012)
- More than half of attendees provided additional sponsorships (from \$250 to \$20,000)
- 20 volunteer committee members
- \$103,000 net profit (up from \$29,000 in 2012)



MADISON
SYMPHONY
ORCHESTRA

John DeMain | Music Director



Where friendship and music meet

Contributing Factors to Project's Success & Lessons Learned

- MSOL and MSO boards partnered together
- Purpose/Goal of the event was clearly defined and communicated
- Staff involvement ensured all messaging met MSO standards
- Fundraising process refined



MADISON
SYMPHONY
ORCHESTRA

John DeMain | Music Director



Where friendship and music meet



Thank You!

