

League of American Orchestras
2015 National Conference

**Development Constituency – Groups 1-8
Constituency Meetings**

Constituency Liaison: Stacy Wilson Margolis
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**Constituency Meetings take place in the Cleveland Convention Center,
unless otherwise indicated**

Wednesday, May 27

Constituency Meeting 1a
3:30pm-4:20pm
Room 26BC

The Latest Findings from the Patron Growth Initiative

Come learn what the PGI—an ongoing, collaborative research project conducted by some of America's largest orchestras—is discovering about the changing nature of our audiences and what it means for our relationships with patrons today and tomorrow, as well as the relationship between our development, marketing and programming departments/staffs.

Kate Prescott, Prescott and Associates

Constituency Meeting 1b
4:20pm-5:15pm
Room 13

**Join Development Staff for a Facilitated Discussion About
the PGI Study and What it Means for Orchestra Fundraising
Departments**

*Steven Manno, corporate vice president and managing director,
CCS*

Thursday, May 28

Constituency Meeting 2a
2:00pm-3:30pm
Room 13

The Art of the Ask

Asking for money is the heart of development work, yet how we actually make the ask is something rarely discussed. This session will take us through the details, planning, and strategy of making successful asks for gifts at all levels. Through role-play and discussion, we'll harness the vast experience of development leaders in our field and increase your know-how and confidence in this crucial aspect of our work.

Jane Hargraft, vice president of development, Seattle Symphony

Orchestra

Constituency Meeting 2b
3:30pm-4:30pm
Room 13

Rebuilding a Culture of Fundraising Success

Does your approach to revenue staffing structure, strategies, and tactics match your organization's culture? How do you know? How can you balance tried-and-true fundraising fundamentals with a customized approach to staffing and stewardship, and in what environment can you maximize contributed revenue? Join us for an informal and interactive review of the Detroit Symphony Orchestra's and the Nashville Symphony's cultural and tactical transformations and learn how your orchestra can determine a productive, efficient model that raises more money!

Scott Harrison, Vice President of Advancement and External Relations, Detroit Symphony Orchestra; Jonathan Norris, Vice President of Development, Nashville Symphony; Bob Swaney, Founder & CEO, Robert Swaney Consulting, Inc.

Friday, May 29

Constituency Block 3
11:00am-12:30pm
Room 13

The Evolution of a Campaign

All major campaigns evolve over time. This session will examine how the Cleveland Orchestra's Sound for Centennial Campaign re-calibrated its goal, messaging, and strategies in response to its philanthropic market.

Led by The Cleveland Orchestra fundraising team

Development Meetings are generously sponsored by CCS.

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