SYMPHONY BALL 2012:  FOUNTAINS OF MUSIC

(A fundraiser for the Kansas City Symphony by the Symphony League of Kansas City, Missouri)

Kansas City Symphony
1703 Wyandotte St. #200
Kansas City, Missouri 64108

Orchestra Size: 2

Population of Kansas City and surrounding areas: 2.3 Million

PRESENTER:
Miki Christophersen
9853 Rosewood
Overland Park, KS 66207

PROJECT GOALS: Only 30% of ticket sales cover the annual expenses for our symphony. This black-tie event is held annually to raise money in support of our Kansas City Symphony, engage the community, and increase audience and Ball attendance.

Project Description and Timeline:

- September 2011: Determine Venue for Event
- October 2011: Identify Honorary Chairs
- November & December 2011: Select Ball Committee and database volunteers
- January 2012:
  - Determine budget for Ball
  - Determine theme for Ball
  - Secure vendor for ambience décor
  - Secure artist for invitation/program design
- March 2012: Benefactor letters signed and mailed
- May:
  - Ball kickoff luncheon for Ball volunteers
  - Meet with Benefactor Party host and plan Benefactor Party
- June:
  - Publicity promos begin for Ball
  - Begin phone calls to potential Ball donors
- July: Tasting held for Ball menu
  - Invitations mailed
- August: Final push for donors and ballroom set-up volunteers
  - Determine Ballroom layout
  - Meet with vendors for hotel, ambience, sound and lighting, auction chair, and Symphony staff to coordinate Ball set-up and performance
• September: Meet with Reservations committee for seating and Ball registration
• September 8, 2012: Celebrate at the Ball!
• October: Continue sending gifts and notes of appreciation
• November: Follow-up phone calls to pledge donors
  • Submit notebook to next year’s Ball Chairman
• December: Check presented to Kansas City Symphony at Holiday Luncheon

FINANCES

• Revenue: $706,420.44
• Expenses: $115,320.57
• In Kind: Some venue expenses (valet, liquor expenses) benefactor party, party favors
• Net: $591,099.87

VOLUNTEERS: Approximately 35

• Ambience: Work with vendor to conceive and design Ballroom layout and centerpieces (5)
• Ball Day Coordinator: Directs volunteers for table set-up, etc. (1)
• Donor Correspondence: Send notes of appreciation to corporate donors and individual benefactors (4)
• Menu: Meet with Executive chef and plan menu and tasting prior to Ball (2)
• Favors: Select party favors for Ball (1)
• Invitation stuffing: Determine location and plan room layout and luncheon for volunteers; pick up invitations from printer, purchase stamps, work with post office (5)
• Ball Program: Works with artist, photographer, and printer to determine cost for layout and design (1)
• Publicity: Determine submission deadlines for publications and hire photographers for Ball and Pre-ball publicity (1)
• Reservations: Obtain Ballroom layout and determine table seating (5)
• Silent Auction: Solicit auction items, print auction book and bid sheets, set up auction table night of Ball (6)
• Ball Treasurer: Monitor Ball donations and write checks for all expenses (1)
• Computer Database: (3)

TECHNOLOGY:

• Excel Database used to update contact information for potential donors and benefactors annually
• Facebook was used and linked to Symphony website for Ball information and Auction items