Fundraising

Women’s Symphony League of Austin
Youth Leadership Council

Austin Symphony Orchestra
Group 3
The Austin Symphony

YLC

Youth Leadership Council

Presented by Connee Sullivan
Women’s Symphony League of Austin
A note about acronyms

“YLC”

“The Austin Symphony
Youth Leadership Council

“WSL”

“ASO”

“Women’s Symphony League of Austin

“THE AUSTIN SYMPHONY”
Background

- WSL in need of a new fundraiser
- Task Force considered many ideas
- Youth Leadership Council was the winner
  - Targets youth – a great fit for WSL
  - Leadership – a hot topic for teens
  - Fits the missions of WSL and ASO
  - In our wheelhouse – we can execute
Getting Started

A summer to pull it together!

- Research other programs
- Design program and test fee levels
- Create application form, set up website page, etc.
- Form a committee
- Line up presenters
- Start recruiting
The YLC formula

1. Four leadership programs per year
2. Community service opportunities
3. Annual recognition event
Leadership Programs

- Four per year – Sept, Oct, Jan, Feb
- Featuring a leader from: business, the arts, education, or government
- Leadership development activity
Leadership Development Activity
Past Program Presenters

- CEO of a high tech firm and “serial entrepreneur”
- Grammy Award-winning musician
- Motivational speaker and small business owner
- Dean of Students at The University of Texas
- CEO and Founder of a large local charity
Community Service Opportunities

- ASO’s award-winning Children’s Education Programs
- WSL’s fundraising and outreach activities
Annual Recognition Event

- Prior to an ASO concert
- YLC members and guests
- Concert program insert
- Announcement from the stage
Finances
Membership Fees

- Annual Membership Fee: $395
- Children of WSL Members: $325
- Returning Seniors: $295
Scholarships

- Allows for inclusivity
- Donor supported, so a win-win
# Financial Summary

<table>
<thead>
<tr>
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<th>Year 1</th>
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<tbody>
<tr>
<td><strong># Members</strong></td>
<td>47</td>
</tr>
<tr>
<td><strong>Revenue:</strong></td>
<td></td>
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<tr>
<td>Memberships</td>
<td>$ 16,445</td>
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<tr>
<td>Underwriting</td>
<td>2,100</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$ 18,545</strong></td>
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<tr>
<td><strong>Expenses:</strong></td>
<td></td>
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<tr>
<td>Program expenses</td>
<td>749</td>
</tr>
<tr>
<td>Printing &amp; postage</td>
<td>404</td>
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<tr>
<td>Recognition event</td>
<td>900</td>
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<tr>
<td>Credit card fees</td>
<td>412</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>2,465</strong></td>
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<tr>
<td><strong>Net Income</strong></td>
<td><strong>$ 16,080</strong></td>
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How we do it
AND HOW YOU CAN, TOO
Committee Structure

- Chair and Chair-Elect
- Member Recruitment
- Membership Database
- Program Logistics
- Recognition Event
- Community Service
- Communications
What we learned

- Keep it simple
- Community service – important for recruiting
- Kids don’t read e-mail
- Involve students in programs, recruiting and planning
Students are happy when involved
Thank you for your interest!

The Austin Symphony

YLC

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DISCUSSION QUESTIONS:

1. What captured your attention the most about this project?

2. This program had its own Facebook page. Do you regularly use social media for your projects? What do’s and don’ts have you learned by using social media?

3. While this project is primarily a fundraiser, it has audience development and education components as well. Comment on any of your projects which have several purposes.