Membership

Symphony Guild of Charlotte

Guild 101 – Educating New Members

Charlotte Symphony
Group 2
founded 1950

THE SYMPHONY GUILD OF CHARLOTTE
guild 101

educating new members

Volunteers Supporting Today’s Symphony and Tomorrow’s Musicians
- 20 new members joined at o’ver-ture (biannual membership event)
- 17 new members joined at other times
- Large class required education plan
develop education program to LEARN:

- who we are
- how The Guild operates
- what are the volunteer opportunities
- how The Guild fits into the Charlotte Symphony family
4 Guild 101 events:
  - two social - two training

get engaged quickly –

first event held in summer at beginning of fiscal year

other events spaced out around general membership meetings

each new member assigned a mentor
summer

- social - “getting to know you”
- sunday afternoon in july
- goals
  - meet and greet
  - new members & leadership team & mentors
  - ice breaker
  - overview of upcoming Guild events
- wine & appetizers
“everything you always wanted to know about the Symphony Guild”

- vice presidents
  - education, fundraising, marketing, membership & management/planning
- new members rotated to each vice president
“everything you always wanted to know about The Symphony Guild” – a one-page reference

EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT THE SYMPHONY GUILD OF CHARLOTTE

Mission
The purpose of the Symphony Guild of Charlotte, Inc. is to create, develop, and promote an interest in symphonic music in the community of Charlotte and the surrounding metropolitan area and to provide financial and volunteer support to the Charlotte Symphony Orchestra Society, Inc., the Charlotte Youth Symphony, and symphonic educational activities.

Educational
- Musical Petting Zoo – Introduces preschool and elementary school children to the instruments of the orchestra through hands-on demonstrations.
- Young Artists Competition – Concerto competition open to all regional music students, with awards presented in several categories.
- Youth Theatre – Side-by-side concert with the CSO showcases the CSO’s YOTO, with a grand-prize winner of the Young Artists Competition.
- Master Classes – Young musicians experience instruction with master musicians.
- Scholarships – Awards scholarships and grants to CSO musicians for tuition and private instruction.
- Lollapalooza Concerts – Volunteers help with Musical Petting Zoo before the concert and hand out lollipops to the children afterward.
- CSO Education Concerts – Volunteers provide oversight and serve as ushers.
- Youth Orchestra Summer Camp – The Guild funds and volunteers assist with the annual summer camp for CSO musicians and coaches, as well as a mini-camp for JYO members.
- Youth Orchestra Auditions – Volunteers assist with auditions for the youth orchestra.

Funding
- Festival of Trees – Real-time and online silent auction of tabletop artificial trees decorated by area designers, business, retailers, nonprofits, and community organizations, and displayed at SouthPark Mall and Birkdale Village for a month in conjunction with the CSO’s performance of “Magic of Christmas.”
- Breakfast at Hardrock – A Holiday Children’s Fashion Show.
- Have a Heart – Volunteers enlist donations during the CSO performances prior to Valentine’s Day to help fund the summer residential camps.
- Signature Fundraisers – Concert at McGlohon Theater, Spirit Square.
- Say Yes Gathering – Volunteers open their own homes to friends to learn about the CSO from staff and musicians as a means to engage the greater Charlotte community and enlist support.
- Overture Luncheon – Bi-annual event to enlist support and new members.

WE ARE: Volunteers Supporting Today’s Symphony and Tomorrow’s Musicians

Membership
- Membership Meetings – Held seasonally (Fall, Winter, Spring), these meetings combine social time with a business update on the state of the Guild.
- Holiday Party – Social gathering for all members and spouses/guests. FOY trees are on display for final bidding, with an announcement of the winning bids.
- Annual Meeting – Combines social time with an end-of-year business update and installation of new board members and officers.
- New Members/Mentor ICIO – New members and mentor attend Pops Concert together.
- Connections – Social gatherings, activities, and excursions to foster friendships outside the context of symphonic music.
- Directory – Printed listing of members’ contact information, Board/committee chairs, events calendar, resource guide, glossary, and policies and procedures.
- Guild 101 – Orientation sessions for new members.

Management and Planning
- Executive Oversight – Oversees all aspects of Guild administration, including the three Guild boards’ committees, budget and finances, policies and procedures, and Long Range Planning.
- Virtual Office – Manages the office administration and the virtual office.
- Annual Retreat – Combines social time with presentations to share the vision for the year, discuss key issues, and recruit volunteers for committees.

Marketing
- News – Weekly e-newsletter featuring news about upcoming projects, CSO concert schedule and tickets, Guild meetings, news items, score-the-date notices, and volunteer openings.
- Newsletter – A monthly e-newsletter featuring more extensive coverage of Guild fundraisers, events, programs, members, calendar listings, and other news.
- Member Support – As needed e-blasts with timely news regarding members.
- Social Media – Posting content on Facebook (The Symphony Guild of Charlotte, Inc.), Twitter (@SymGuildChar), and Instagram.
- Public Relations – Distribute press releases, photos, and other materials to media.
- Design – Copy, graphics, and layout for communications materials.

A Note about the Charlotte Symphony
The Guild has donated more than $1 million to the CSO. We also support the symphony by attending concerts. Guild members receive 20% off single ticket prices through Joan Foley at the CSO office at 704-714-5119 or joan@charlottesymphony.org.

Online Website: www.symphonyguildcharlotte.org
Learn more about the Guild’s history and projects, as well as the names of the Guild’s Board of Directors, Area VP’s, Committee Chairs, and more. View all upcoming events by clicking on “Calendar” on the far right of the navigation bar. We look forward to seeing you at many fun and entertaining events.

WE ARE: Volunteers Supporting Today’s Symphony and Tomorrow’s Musicians
winter

“yes, we went to a motown tribute pops concert”

- WHAT FUN WE HAD!
“wine, appetizers and youth orchestra quartet …”

going to know the charlotte symphony family

- charlotte symphony
- oratorio singers
- pulse
- youth orchestras parents association
• volunteers
  • membership team
  • executive committee
  • mentors
  • signupgenius used
  • others

• what we learned

• costs
  • food, beverages, door prizes donated
  • minimal miscellaneous expenses
  • thank you gifts for musicians
- new members brought in other members
- strong mentoring and volunteer placement
- handout, a ready reference
- seasoned members enjoyed social aspect and education
- “symphony family” program a success for all
DISCUSSION QUESTIONS:

1. What kind of orientation does your organization have to educate its new members?

2. This project demonstrates that social contact with new members is important. How do you address this with your new volunteers?

3. Does your volunteer organization have a mentoring program? If so, please discuss this in more detail. How do you handle a mismatch of mentee to mentor without creating frustration for one of the volunteers?