Fundraising

Waco Symphony Council

Sharp Flats Loft Tour

Waco Symphony Orchestra
Group 6
Purpose of Project

Fundraiser

Raise awareness of Waco Symphony Orchestra
Sharp Flats Loft Tours
Waco Hippodrome
Project Development
Tour Prices: $15 Adults
$10 Children and Students

Income from Ticket Sales $4,289
In-Kind Donations

- "Swag Bag" $1,780
- Food sampling Downtown Restaurants 1,000
- Wine tasting Event 1,000
  - Local Winery 1,000
- Interior Design, Floral Arrangement 500
- Posters 100
- Large Street Banner 300

Total: $4,680
Financial Information

Income (from Ticket Sales) $4,289

Expenses

Printed Brochure $155
Printed Flyers $50
Insurance $200
Misc Supplies $50

Total Expenses $455

Net Profit $3,834
August, 2013

- Select Committee Chairs
- Design Logo
- Develop Public Relations Calendar
- Secure city permits
- Arrange for closing of Austin Avenue
August

September & October
- Contracts with Vendors
- Secure Sponsorships and Underwriters
- Contact Loft owners
- Prepare promotional videos and print ads
Project Timeline

- August
- September & October
- December
  - Official Announcement at Symphony Holiday Concert
Project Timeline

- **August**
- **September & October**
- **December**
- **January & February**
  - Continue work on advertising
  - Establish website for ticket sales
  - Place tickets at Symphony Office and Hippodrome
Project Timeline

- August
- September & October
- December
- January & February
- March
  - Deadline for sponsors and donors
  - Vendor and Loft owner contracts
  - Flyers distributed
  - Banners printed
Project Timeline

- August
- September & October
- December
- January & February
- March
- April
  - Set up and begin events
Volunteers Needed

- Project Chair
  - Marketing/Social Media
  - Loft Experience Coordinator
  - Loft Owner Liaison
  - Underwriting
  - Print Media Chair

- 29 volunteers used
  - Ticket sales
  - Gift Bag disbursement
  - Loft Hosts
  - Tour Guides
  - Crowd Control
Community Impact

- Raised funds for the Waco Symphony
- Spread word about our orchestra and concerts
- Created a great experience for our community
DISCUSSION QUESTIONS:

1. Have you done a fundraiser in your community in a recently renovated historic building? If so, what made it successful? What were the obstacles you had to overcome?

2. How have collaborations in your community helped you realize your fundraising goals? Who do you get involved in the negotiation to be sure your volunteer organization has a fair % of the monies raised?

3. This project involved an “experience” in each loft, such as cooking demonstrations. Have you done anything like that in any of your fundraising activities?