Fundraising

Friends of Symphony Orchestra Augusta
Silent Auction for Scholarship Fund

Symphony Orchestra Augusta
Group 5
Silent Art Auction for Scholarship Fund

Friends of Symphony Orchestra Augusta
Collage: Creative Arts Camp 
“Symphony Camp”

- 3-week summer day camp for elementary students
- 40 – 45 children; tuition: $125 per week
Collage: Creative Arts Camp

- Children from all economic backgrounds
- Raises money for economically challenged students
- 33% to 50% use partial or full scholarships
Time Line

- Throughout year, local artists donate artwork
- Auction opens with first concert of season (October)
- Closes with Friends’ annual dinner (May)
Art Procurement? Networking!

- Volunteer explains project at all concerts
- Word of mouth, friends of friends
- Personal art collections
- Newspaper column “The Artside”
- Talk with artists at local fund-raisers and art shows
- Contributors attend our annual dinner as guests
- All bidders invited to annual dinner to make final bids
“Scroll Study” Prints

- Sold unframed for $50 or framed for $100
- Our art shop partner frames them for cost ($50)
Marketing

- Ad in program book
- PowerPoint slide prior to Symphony Series Concerts
- Tent cards on tables at Pops! Concerts
- Membership form line item for a monetary contribution
Challenge

- Safe transportation, set up, take down, and storage of the artwork
- Modified quilted pillow shams protect the pieces
Volunteers

- “Committee of the Whole” connects with artists to request artwork
- Core (5-7 members) transports, sets up, takes down, and loads at each event
- Core members alternate explaining project to patrons and placing “tent” cards on POPS! tables
Set Up

- Displays at all annual luncheon and dinner and concerts
- Ideal number of art pieces is 15 to 20 per season
Goals

- Raise at least $1,000 each season
- Enable all interested children to attend “Symphony Camp”
Success

- Raised $1,510
  - Silent Auction $1,360
  - “Scroll Study” $150
- All interested youngsters attended the 35th camp, regardless of their ability to pay the tuition
In Parting

- Enriched the lives of several thousand children
- Scholarships broadens scope
- Friendships across ethnicities and economics
- Life-long joy in the arts
- Adds to community’s quality of life
Dr. Earl Stewart, Jr.
Symphony Camp Graduate
Friends of Symphony Orchestra Augusta
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DISCUSSION QUESTIONS:

1. What are the advantages of holding a fundraiser dedicated to a specific cause?

2. How does this art camp ultimately serve the symphony?