Fundraising

Symphony League of Kansas City

Symphony Ball 2015: Rhapsody in Blue

Kansas City Symphony
Group 2
Symphony League of Kansas City

Presented by Elaine Mann
2015 Symphony Ball Co-Chair
Rhapsody in Blue

The 2015 Symphony Ball
Timeline – 1 year of planning

Summer and Fall 2014
- Serve as Silent Auction co-chairs for 2014 ball
- Choose theme and secure venue

July 2015
- Address and send invitations

Early Winter and Spring 2015
- Announce details to membership
- Recruit ball committee
- Hold kick off party
- Send sponsorship solicitations

September 12, 2015
- Ball night
Goals

• Exceed last year’s total net revenue

• Engage our members and the community

• Throw a fun and memorable party
Challenges

- Do something original
- Engage the membership
- Attract new patrons
- Deliver the “wow” factor
- Minimize expenses
Our Solution: Back to the Basics

- Use vintage hotel venue
  - Keep expenses down
  - Simplify planning
- Choose a theme members would enjoy
- Focus on Kansas City Symphony rather than pricey guest artist
- Promote talents of young musician
Our Theme: Rhapsody in Blue (1924)

• Leverage hotel ballroom’s art deco décor
• Art deco themed ambiance
• Cocktails of the era
• Music of the 1920’s
Art Deco Rules!

- Cocktails and silent auction
- Kansas City Symphony performance
- Dinner
- Dancing to Karen Davis Project
Revenue and Expenses

Total Revenue: $ 1,016,068
Total Expenses: $ 157,871

Net Revenue: $ 858,197

15% Expense/Revenue

Exceeded 2014 net by $150,000
In-Kind Donations: $ 82,452

• Benefactor Party
  $15,000 (approximate)

• Auction and Raffle Items
  $56,000

• Table gifts
  $5000 (approximate)

• Floral/Décor
  $2801

• Kick-off party
  $3000 (approximate)
Member Involvement

• Each Member required to buy a ball ticket
  • 95 tickets sold at $250 each

• Worked to involve as many members as possible.
  • Urged members to be benefactors and sponsors of the event
  • 52 Members served on the Ball Committee
Sponsorships Carried the Day

• Sponsorships brought in more than $ 902,000
• Sponsor categories ranged from $ 1,250 to $ 75,000
• Approximately 900 letters sent
• Follow-up calls to likely prospects

• Sponsor Benefits:
  • Ranged from two seats to table of ten
  • Invitation to Benefactor Party

• Auction added more than $56,000 to total
• 2 shopping nights added more than $15,500
Ball Night!

• 17 Volunteers
• 12-14 Symphony League Members
• Symphony Staff Involved
• Offered Advice
• Provided Packages
DISCUSSION QUESTIONS:

1. Does this project give you ideas for involving more of your members in your major fund-raisers?

2. Can you think of a new twist for an existing long-standing fund-raiser?