

The Austin Symphony



Youth Leadership Council

A project of the
Women's Symphony League of Austin
P.O. Box 5998, Austin TX 78763
(512) 476-5098

Presented by Connee Sullivan
conneesullivan@gmail.com

Benefitting
The Austin Symphony Orchestra
1101 Red River, Austin TX 78701
(512) 476-6064

Orchestra size: Group 3
Metro population: 1.4 million

The mission of the Austin Symphony Youth Leadership Council is to engage Austin area high school students in the development of leadership skills, to provide service opportunities as well as financial support to the Symphony's youth education programs, and to encourage lifelong support for the performing arts. Membership is open to high school students in 10th through 12th grade.

Benefits of membership include:

- Four inspiring programs per year, featuring various leaders from business, the arts, education and government.
- Community service opportunities with ASO's nationally recognized children's education programs and WSL fundraising and outreach activities.
- Recognition and reception prior to a spring ASO concert.

Project Goals

To create a significant new fundraiser for WSL's support of the Symphony.

To provide meaningful content and real value to participants.

To create a simple formula that would be easily repeatable from year to year.

To align with the missions of the Austin Symphony Orchestra and the Women's Symphony League.

Achievements

This project was conceived in the spring of 2013. Over the next three months, market research was conducted, a detailed plan was formulated, and basic aspects of the project were put in place in order to launch that fall. In September, 2013, the first Youth Leadership Council program was held. The first year, the YLC had 47 members. That number doubled to 94 in this its second year, and we are well on our way of reaching our goal of 120 members next year. Throughout the process, we have been mindful to keep it simple and to focus on value. The YLC is well-positioned to be a strong fundraiser for the WSL for years to come.

Youth Leadership Council

Project Timeline

Spring of prior year – Organize committee, enlist student members for membership recruitment committee.

Summer – Finalize program dates, engage 4 program presenters, develop leadership training exercises, identify location for programs, and continue membership recruitment.

Fall – Conduct first 2 programs, arrange community service opportunities.

Winter – Conduct final 2 programs, begin planning for Recognition Event and mail invitations.

Spring – Execute Recognition Event, set up registration materials and determine membership fees for following year, and begin again.

Financial Summary

	<i>Est. Year 2</i> 2014-15	<i>Proj. Year 3</i> 2015-16	<i>Proj. Year 5</i> 2017-18
<i>Revenues:</i>			
Memberships	\$ 33,580	\$ 42,600	\$ 56,000
Underwriting	2,000	4,000	5,000
Total Revenues	\$35,580	\$ 46,600	\$ 61,000
<i>Expenses:</i>			
Program expenses	631	800	1,000
Printing & Postage	716	800	800
Recognition Event	2,000	2,500	4,000
Credit Card Fees	745	900	1,200
Total Expenses	\$ 4,092	\$ 5,000	\$ 7,000
Net Income	\$ 31,488	\$ 41,600	\$ 54,000

Membership Fees

Membership Fee (annual) \$395

Children of WSL members \$325

Returning Seniors \$295

- Plan calls for increasing fees by \$100 in each category in Year 5.

- Scholarships are offered thanks to generous donors.

Committee Positions and Volunteer Needs

Chair

Chair-Elect

Member Recruitment

Membership Database

Program Logistics

Recognition Event

Community Service

Communications

3-4 at-large members

plus -

12 volunteers for Recognition Event

Items to Note

- Fill the committee with mothers of teens.
- Use existing activities for community service opportunities.
- Kids don't read e-mail! Use social media.
- Involve students as much as possible in programs, recruiting, etc.
- YLC attracts a good mix of boys and girls.
- No "meetings" or "speakers" – a turn-off to kids. We say "program presenters."
- YLC is also a good recruiting tool for WSL.
- Program presenters are potential new contacts for the Symphony.

www.wslaustin.org/youthleadership

YouthLeadershipCouncil@wslaustin.org

www.facebook.com/YouthLeadershipCouncil.austin