

League of American Orchestras  
2017 National Conference

**Development Group 1-8  
Constituency Meetings**  
Constituency Liaison: Sarah E. Kelly  
[skelly@americanorchestras.org](mailto:skelly@americanorchestras.org)

All meetings take place in the Detroit Marriott at the Renaissance  
Center unless otherwise indicated.

Development

**Tuesday, June 6**

1:30pm-3:00pm  
Duluth AB  
Level 5

**Creating a Real Campaign for Real Times**

Let's face it; campaigns are simply constructs designed to help us raise more money in less time. The days of the traditional "bricks and mortar" campaign are over. Most organizations need to generate donor engagement and support for program development, bridge funding and endowment, among other core institutional needs. And one size does NOT fit all.

This session explores practical strategies for developing and undertaking a successful campaign for your orchestra. Topics will include:

- The tried and true of a successful campaign;
- Telling the "big story": translating your everyday funding needs into a compelling case for support;
- Integrating annual donors into campaign fundraising;
- Recruiting and engaging volunteer leaders that will stay after your campaign;
- Aligning donor interests with campaign priorities.

*Sean O'Connor, senior vice president and principal, Development Guild.  
Moderator TBD*

**Wednesday, June 7**

2:15pm-5:15pm  
Detroit Opera House  
1526 Broadway St.

**Why Donors Give: A Conversation between  
Philanthropists and Development Officers**

This session brings together philanthropists and development officers to explore what compels donors to invest in large sponsorships, invite

grant proposals and make leadership level gifts. You will hear stories from major donors to the Detroit Symphony Orchestra and learn about the evolution of their giving – from first gift to transformational support. This session provides a unique opportunity for development officers to brainstorm about gift strategies with philanthropists and learn what inspires transformational giving.

*Speakers: James Farber, chairman, DSO Governing Members, co-founder, aclaimant™; Phillip Fisher, founder, Mission Throttle, chair, OneDSO Campaign; Shari Morgan, Craig and Shari Morgan English Horn Chair, DSO, philanthropist; Arthur T. O'Reilly, partner, Jones Day, member, DSO Board of Directors, former chairman, DSO Governing Members; Maureen D'Avanzo, vice chair, Governing Members Membership Committee, DSO, philanthropist*

*Moderators: Danielle Manley, director of institutional giving, Detroit Symphony Orchestra; Cassie Brenske, director of individual giving, Detroit Symphony Orchestra; Dan Coleman, associate director of planned giving and major gift officer, Detroit Symphony Orchestra*

## Thursday, June 8

11:00am-1:00pm

Duluth AB

Level 5

### **Planned Giving for Every Orchestra**

This dynamic presentation will offer practical strategies for all development officers about incorporating planned giving into your orchestras' fund raising program. This session will:

- Demystify planned giving, by providing an overview of the vehicles that make the most sense for most orchestras;
- Offer strategies for identifying the expertise to help shape and promote your planned giving program;
- Provide practical ideas for integrating planned giving into your major gifts program through thoughtful, personalized donor cultivation and stewardship;
- Explore strategies for mobilizing staff and board to support and advance your planned giving program.

All attendees will receive a planned giving toolkit to share with their home orchestras.

*Linda Wasserman Aviv, partner, Honigman Miller Schwartz and Cohn LLP; Dan Coleman, associate director of planned giving and major gift officer, Detroit Symphony Orchestra*

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*Development Meetings are generously sponsored by Bennett Direct.*

*Name badges for this event generously provided by TALASKE | Sound Thinking.*