

League of American Orchestras
2017 National Conference

**Group 7-8 Executive Directors
Constituency Meetings**
Constituency Liaison: Najean Lee
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All meetings take place in the Detroit Marriott at the Renaissance Center
unless otherwise indicated.

Tuesday, June 6

1:30pm-1:45pm Welcome and Introductions
Ann Huntoon, executive director, Central Wisconsin Symphony Orchestra

1:45pm-3:00pm **Fundraising 101**
Cadillac A Thirty-year arts fundraising veteran Bob Swaney will share best
Level 5 practices to help small orchestras develop improved fundraising results.
Opening with a brief presentation to address three challenges identified
by our constituency (board engagement in fundraising, creating a
fundable strategic plan, and developing an attractive, fundable annual
fund case statement) the balance of the session will be Q&A. So, come
prepared with your list of fundraising questions for this highly-interactive
session.
Bob Swaney, founder & CEO, Robert Swaney Consulting, Inc.

Wednesday, June 7

2:15pm-3:15pm **Making Time for Advocacy**
Cartier *(joint session with 5/6 EDs)*
Level 4 Every nonprofit should engage in at least some amount of issue
advocacy, no matter its size. How can we make the time, maximize
those precious minutes, and prioritize which state and local nonprofit
policies to track and act upon? David Thompson from the National
Council of Nonprofits and Heather Noonan from the League of
American Orchestras will team up to identify the top trending issues that
nonprofits from states large and small are grappling with, and how to
understand them against the backdrop of what's happening at the
federal level. In addition, they'll offer suggestions on how EDs can
engage in advocacy most effectively and efficiently.

BOULEVARD

David Thompson, vice president of public policy, National Council of Nonprofits; Heather Noonan, vice president for advocacy, League of American Orchestras

3:20pm-4:20pm

Cartier

Level 4

American Orchestras' Futures Fund: Innovation and Effective Grant Proposals

(joint session with 5/6 EDs + YOD)

The League will be publishing the guidelines for orchestras in group sizes 5-8 + youth orchestras to apply for the American orchestras' Futures Fund in early June. Hear from Sarah Lutman, Dennie Palmer Wolf, and Yoo-Jin Hong about what they have observed and learned from the first-round review process, as well as how the Futures Fund assesses and evaluates "innovation" and "learning culture." In addition to tips and advice for Futures Fund, the session will include general discussion about how to cultivate innovation in your orchestras and how to craft compelling proposals.

Sarah Lutman, program consultant, Lutman & Associates; Dennie Palmer Wolf, evaluation partner, WolfBrown; Yoo-Jin Hong, director of programs, League of American Orchestras

4:20-4:30pm

Break

4:30pm-5:15pm

Cadillac A

Level 5

Round Robin on the Grant Application Experience

Groups 7/8 EDs will continue an open discussion among themselves to share their experiences and lessons learned the hard way, ask and answer questions of each other, and compare notes on their experiences applying for various grants. Please come prepared with either specific questions or lessons learned, including grants for which you found yourself unexpectedly eligible.

Heather Clarke, executive director, Idaho State-Civic Symphony

Thursday, June 8

11:00am-11:45am

Cadillac A

Level 5

Maximizing our Smallest Budget Orchestras

According to the *Orchestra Facts* report, two thirds of all orchestras in the U.S. have budgets under \$300,000, and orchestras in the 7/8 budget category are the greatest in number (approximately 36% among member orchestras 1-8, including college and youth). How can 7/8 orchestras and the League work together to recognize, celebrate, and support this large segment of the orchestra field? Jesse Rosen, president and CEO of the League of American Orchestras, will join us for a guided discussion.

League of American Orchestras

Jesse Rosen, president & CEO, League of American Orchestras

11:45am-12:30pm

Education & Community Engagement Programming

Building off an April peer call on this topic, how do 7/8 orchestras offer education programs to your community? In partnership with other organizations and schools? How do you craft thoughtful programming versus a one-off “exposure” type of event? Please come with success stories or challenges.

Ann Huntoon, executive director, Central Wisconsin Symphony Orchestra

12:30pm-1:00pm

Reflection, Recap, Continuing the Conversation

Ann Huntoon

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