

Benefits of Belonging

League
of American
Orchestras

Be part of a vibrant network that links thousands of musicians, professional staff, volunteers, businesses, and music lovers in celebrating and supporting America's orchestras.

Whether your orchestra is big, small, or somewhere in between, the League can help. Here are highlights of the benefits of belonging. Most products and services are free with membership; some, such as the Conference, are offered for a fee.

Need info or help?

Call 646 822 4010 or click on americanorchestras.org. Ask the Knowledge Center any question you may have and check out the League's website to find a wealth of free resources including webinars, publications, and online discussion groups.

Our ambitious research and information program gives you critical data for making knowledgeable decisions.

The League's **Knowledge Center** is your go-to source for information on the orchestra field. Based on the League's industry-wide scope, the Knowledge Center provides individualized data analyses, studies, and resources to orchestras, as well as one-on-one mentoring and advice on industry practices. Call us with any questions!

Knowledge Center resources include **everything from job description templates to research on audience motivation and patron growth.**

You can use our annual publication **Quick Orchestra Facts** to tell a concise story of the impact of orchestras on the nation's creative, educational, and economic vitality.

The Knowledge Center conducts field-wide surveys and studies on American orchestras, publishing important reports such as the **Orchestra Statistical Report (OSR)**. The OSR provides a unique, reliable resource for strategic and business planning, and is an essential benchmarking tool. OSR participants may request customized reports, based on budget size, for their particular needs. Report topics include types of revenue, fundraising, concert activity, expenses, and more.

The Knowledge Center also produces the **Youth Orchestra Report**, which captures operations and performance statistics for this category of members.

Discover the most current comparative data available for compensation of administrative, artistic, operations, and other orchestra personnel in the League-administered **Administrative Staff Salary and Benefits Report**.



Our leadership and learning programs help you meet the needs of your orchestra today.

Use your member discount for meetings and learning opportunities, including our **National Conference**, the primary forum for emerging practices and innovation in orchestras. The Conference provides anyone who attends from your orchestra—staff, musicians, board members, and volunteers—with opportunities to learn about and test new ideas, problem solve, acquire new skills, and build and strengthen networks. More than 1,000 people attend each year, including musicians (who pay no registration fee) and top leaders from the orchestra field and beyond.

In-person seminars and digital learning opportunities offer more opportunities for skill development in everything from fundraising to board governance, from “SMART—the Strategy and Money Alignment Readiness Tool” to “Essentials of Orchestra Management.”

The **Emerging Leaders Program** is a competitive training program that builds on the successes of previous League courses. Altogether, they have advanced the development of hundreds of executive directors and other senior executives at orchestras.

The Noteboom Governance Center offers board tools you can access online, including free on-demand webinars and a board self-assessment tool, as well as in-person seminars to help you help your board improve its effectiveness. Don't miss the guide, *Effective Orchestra Governance*.

The Diversity and Inclusion Resource Center offers practical information and tools for creating greater inclusion and diversity in all parts of your orchestra.

The Music Director Search Handbook is a comprehensive guide based on proven practices.

Through such programs as the **Bruno Walter National Conductor Preview**, **Music Alive**, **composer readings and mentoring opportunities with EarShot**, and a **special initiative for women**, the League helps launch the careers of many gifted young conductors and composers.

The American Orchestras' Futures Fund, made possible through the generosity of the Ann & Gordon Getty Foundation, is an exciting annual \$1.5 million grants program that will support orchestras that are making significant investments in organizational learning and innovation.

The League challenges orchestras to examine and pursue **transformative practices**. A major new study by the League and Oliver Wyman, a consulting firm, amassed the largest data set from orchestras to date, and points to new strategies for increasing loyalty and frequency.



Our work in public policy and public relations amplifies your voice, helps to tell your story, and provides the hands-on help you need.

Through our Washington, D.C. office, the League represents **your interests before Congress, federal agencies, and the White House**, providing policy makers with clear, coordinated information about the public value of orchestras and the music they perform. The League is a national leader in a range of federal policy areas, including arts funding, education, visas for foreign guest artists, cultural exchange, and nonprofit tax issues.

Advocacy is most effective when it starts at the **community level**. The League provides resources to empower your staff, board, musicians, and supporters to be champions for orchestral music in your community.

Visit our advocacy page on the League website for a comprehensive guide to current policy issues and for **easy ways you can take action** on these issues.

Use our **Public Value Toolkit**, available online for members only, to help tell the full story of how your orchestra serves your community.

Through our powerful **mapping service**, you can display a set of maps and lists that show the number, variety, and geographic spread of the schools, community, and business partners with which you interact.

Your membership also gives you direct access to our staff's expertise in a range of government matters. **We can help you navigate the visa process** so you can host a foreign artist. Our website contains comprehensive information about aviation and protected-species laws and restrictions affecting musicians traveling domestically and internationally. We can also provide you with orchestra-specific tips on securing an NEA grant and connect you to NEA staff.

As a watchdog, we'll keep you informed with news and alerts on any recent policy developments that could affect your orchestra. By working for improved U.S. visa rules, we have made it easier for the public to enjoy performances by international artists on their orchestras' stages. We have helped secure eased regulations around musicians' transport of their instruments. We helped make it possible for orchestras to apply for federal disaster relief. We are working in coalition with other national music advocates to restore music education in our schools.

In the last ten years, more than 370 orchestras from across the U.S. have participated in our annual **Orchestras Feeding America** national food drive, which has collected over 500,000 pounds of food for communities nationwide.

We respond to hundreds of **media inquiries** annually, helping to tell the stories of orchestras to the public and to civic leaders nationwide. We also represent the field through proactive pitches to national media outlets —print, broadcast, and digital.

Through **social media**, the League features articles, infographics, and videos with information and first-person perspectives on how orchestras serve their communities.



Our networking resources and publications connect you with peers and leaders in the field for practical, first-hand advice and knowledge sharing.

Through a **partnership with Nonprofit HR**, the country's leading full-service human resources firm focused on the social sector, member orchestras may consult HR professionals at a League-negotiated discount. The Nonprofit HR standard rate for services is \$225/hr. Member orchestras pay only \$185/hr. Also, all flat-fee consulting engagements will be discounted 15%. Nonprofit HR can offer expertise related to recruitment, retention, onboarding, professional development, and performance management.

The League maintains a **jobs site** where you may look for a new opportunity, post vacancy announcements for administrative and conducting positions, and search through resumes of members seeking new positions.

Network and learn from others with responsibilities similar to yours through **national and regional meetings** of peers responsible for management, marketing, development, finance, education and community engagement, or volunteer engagement.

The League facilitates a variety of **online discussion groups (called League 360)** for peer groups of managers, conductors, trustees, volunteers, youth orchestra leaders, librarians, and staff members in finance, development, marketing, PR, artistic administration, operations, education and community engagement, human relations, and information systems.

The League's editorial staff compiles and summarizes breaking news across the orchestra field. **The Hub** is the orchestra field's go-to news website, updated daily with reports on media coverage of orchestras, important industry announcements, notable personnel appointments and changes, and the essential programs and services the League provides. Only League members can access The Hub, and League members can opt to have The Hub delivered to their in-box every work day. Members also receive also a bi-weekly version of The Hub with selected highlights.

Symphony, the League's award-winning quarterly magazine, reports on the critical issues, trends, personalities, and developments of the orchestra world. Every issue includes news, provocative essays, in-depth articles, and cutting-edge research relevant to the entire orchestra field. *Symphony* profiles take you behind the scenes to meet the people who are making a difference in the orchestra world, while wide-ranging survey articles reveal the strategies and tactics that help orchestras meet the challenges of the 21st century. You can read current and past issues of *Symphony* online.



Receive a special member rate for advertising in *Symphony* magazine, as well as for a listing in our **annual festival guide**. The magazine has a circulation of 20,000 and a readership of 54,000.

You also receive a special rate for our **mailing label service**, which allows you access to orchestra personnel across the country.

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