

VOLUNTEER COUNCIL

CONSTITUENCY



SESSION 2

League
of American
Orchestras

PEER-TO-PEER CONVERSATION:
IDEA EXCHANGE REGARDING VOLUNTEER
SUPPORT OF OUR BOARD, MUSICIANS,
VOLUNTEERS AND THE COMMUNITY

This session is facilitated by:

Tresa Radermacher (Northwest Indiana Symphony Orchestra)
Tiffany Ammerman (Marshall Symphony)
Bruce Colquhoun (Spokane Symphony)
Julie Meredith (Utah Symphony)

COMMUNICATION STRATEGIES

- Keep the Symphony Front and Center
- Stay in Touch
- Ask How Pandemic Impacts Them and Listen
- Do Not Go Silent

COMMUNICATE WITH:

- Volunteers
- Sponsors
- Donors/Sustainers
- Symphony Board
- Community
- Musicians

SOCIAL MEDIA AND COMMUNICATIONS

-
- Social Media
 - Facebook
 - Twitter
 - Instagram
 - YouTube
 - Communications
 - E-Blasts
 - Website Posts
 - Zoom Meetings
 - Phone Calls
 - Letters
 - Personal Contact
 - Newspaper
 - Other

SOCIAL MEDIA CONTENT

- Challenge Members to be Visible on Social Media
 - Give a new challenge every week
 - Create a hashtag

Activities that Earn Digital Hours Anytime	Number of Digital Hours
4 Likes on any official USUO social media posts	.5 digital hour
4 Comments on any official USUO social media posts	1 digital hour
Share 1 official USUO social media posts or YouTube videos	1 digital hour
Promoting becoming a volunteer within a post tagging the USUO Volunteer Network Facebook page.	1 digital hour
Creating a Post (Instagram, Facebook, or Twitter) about USUO. Here are some ideas: <ul style="list-style-type: none">• Promoting online or in-person events• Sharing your experience attending an event• Promoting Donations to the USUO website<ul style="list-style-type: none">◦ Link for donations: https://my.usuo.org/donate/contribute/• And more!	3 digital hours
Creating video content promoting USUO. (see ideas from above & weekly challenges)	4 digital hours
Having someone you know become an ACTIVE volunteer through your promotion.	10 digital hours

#usuovolunteer



Remember to use this hashtag when posting your content online!

SOCIAL MEDIA CONTENT

- Showcase Content Created by Symphony and Musicians
 - Short Home Performances
 - Meet your Musicians
 - Updates on Orchestra Members and their Families
 - Promote Virtual Symphony Events



Tad Calcara, Principal Clarinet Utah Symphony
YouTube, *Good Mornin'*


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 **Utah Symphony** plans to premiere a video.
May 14 at 11:57 AM · 🌐

It's definitely not how we planned on spending our birthday, but our party is going to be a big online bash! 🎉🍰🎵 We miss you, and you're invited to a virtual birthday party for the Utah Symphony's **80th Anniversary Celebration!**


Join us for special performances with our orchestra musicians, including our first performance from Abravanel Hall since it shut down in March. We'll also interview Music Director Thierry Fischer, Augustin Hadelich, and more. And of course, there will be cake and surprise guests!


We know you probably miss having a night out, so we want to give you an opportunity to dress up for our birthday bash for a chance to win a pair of premium FlexPasses to a future Utah Symphony or Utah Opera performance. All you have to do is the following by Tuesday, May 19 at 9 PM:

- 👗 Dress up in your best birthday-bash clothes! It can be formal evening-wear, a costume, etc.
- 📸 Take a picture of yourself and whomever you are watching with (your family, your dog, etc.)
- 🌟 Post that picture in the discussion of this event page OR in the comments of the live video on Facebook.
- 🏆 We'll pick two winners at random to receive a pair of Flex passes to a future performance.



**UTAH SYMPHONY
80TH ANNIVERSARY
CELEBRATION**

 **TOMORROW AT 8:00 PM**
80th Anniversary Celebration!



ZOOM MEETINGS

- Orchestra and Volunteer Board Meetings
- Committee Meetings (Development, Marketing)
- Wrap Up Year and Plan for Next Year
- Keep People Involved, Informed and Connected



ENCOURAGE GIVING

- Add Giving/Donate Button
- Produce Musical Masks for Sale/Donations
- Support Symphony Staff
- Create/Support a Musicians Relief Fund
- Thank You Calls to Past Donors
- Collaboration

SUPPORTING OUR ORCHESTRAS

- Review Fundraisers
 - Double up if possible
 - Grow smaller fundraisers
 - Break up larger fundraiser into smaller ones
 - Be Flexible
- We Invite you to View the 1st Volunteer Council Session from May 4 on Fundraisers

MOVING FORWARD

- Ask Orchestras How Volunteers Can Help
- Engage Volunteers, Donors & Sponsors
- Have a plan
 - Fall/Winter 2020
 - Spring 2021
 - Summer 2021
 - Fall 2021

STRATEGIC CONVERSATIONS

- Strategic Conversations Will Resume this Fall

- 2nd and 4th Tuesdays
- 3:00 pm (Central Time)

September 15

September 29

October 13

October 27

November 10

FUTURE SESSIONS

Please Join Us

Session 3 – Volunteer Council Constituency Monday, June 1

Virtual Virtuosos: How Apps Can Strike a
Chord with Volunteer Work

All three Volunteer sessions will be
available to view on the conference
website

CALL FOR SUBMISSIONS

Deadline
August 31, 2020



Programs undertaken during
2019-2020 Season

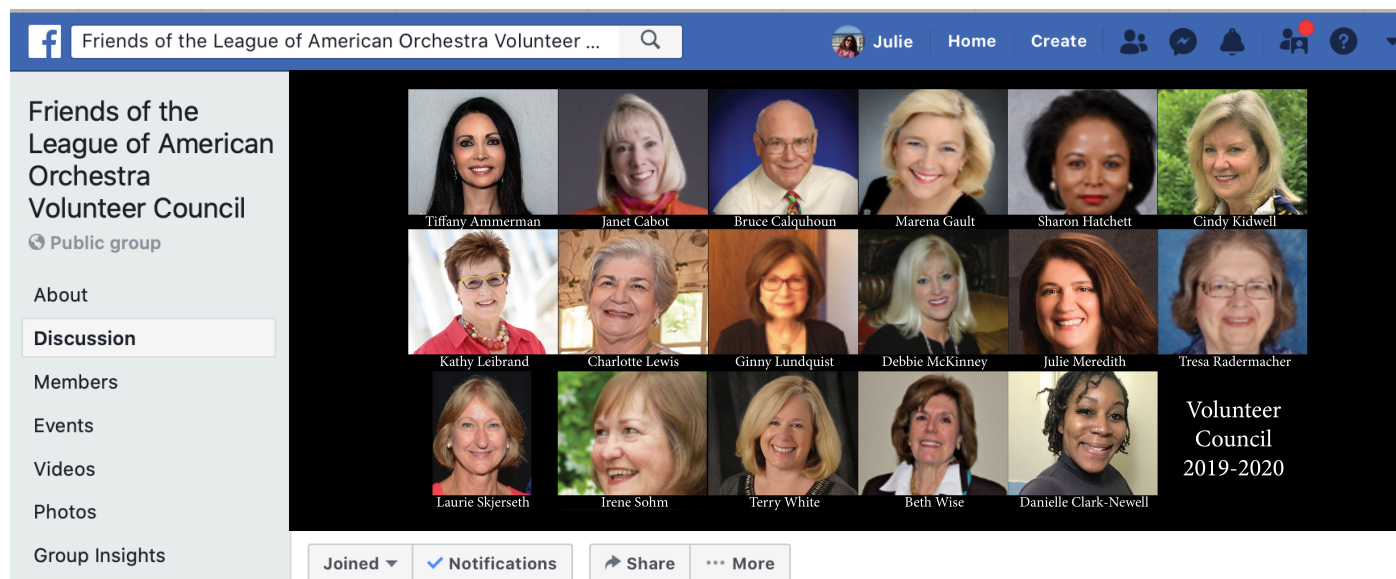
Categories

- Fundraising
- Audience Development/
Community Engagement
- Service
- Communication/Technology
- Membership
- Leadership/Organizational Structure
- Education

Adding a new category this year:
Flexibility/Adaptability

Look for more information in the coming weeks,
including the summer edition of *Volunteer Notes*.

THANK YOU FOR JOINING US!



- What is your organization doing? Please share with us.
- Post any additional comments or questions to our Friends of the League of American Orchestra Volunteer Council Facebook Page