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
Challenge Members to be Visible on Social Media

- Give a new challenge every week
- Create a hashtag
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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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 Will Resume this Fall

- 2\textsuperscript{nd} and 4\textsuperscript{th} Tuesdays
- 3:00 pm (Central Time)

- September 15
- September 29
- October 13
- October 27
- November 10
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

Categories

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

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

Deadline
August 31, 2020

Adding a new category this year: Flexibility/Adaptability

Programs undertaken during 2019-2020 Season
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