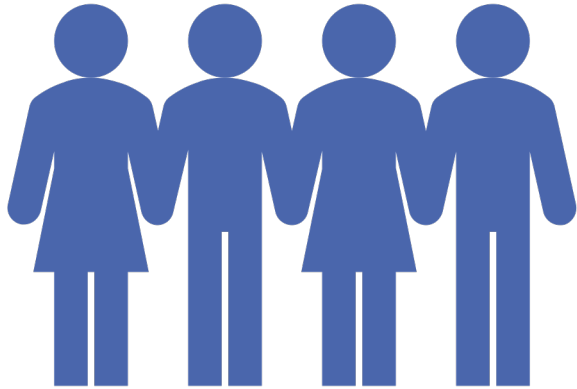


VOLUNTEER COUNCIL CONSTITUENCY



SESSION I

League
of American
Orchestras

PEER-TO-PEER CONVERSATION:

FIGURING OUT TOGETHER HOW TO HANDLE
FUNDRAISING IN THIS DIFFICULT TIME

This session is facilitated by:

Tresa Radermacher (Northwest Indiana Symphony Orchestra)

Cindy Kidwell (East Texas Symphony Orchestra)

Terry White (Amarillo Symphony Orchestra)

Beth Wise (Huntsville Symphony Orchestra)

FUNDRAISING STRATEGY POINTS

- Focus on volunteer fundraising
- Look at what might continue to work
- Stay positive and be hopeful
- Be open to changes
- Communicate with Symphony Boards

NEW REALITIES

- Fundraising in the face of a pandemic
- Discussion Questions
 - Did your organization have to cancel/postpone/reconfigure a fundraiser?
 - Did your organization find a way to raise dollars in a different way?

FUNDRAISING WITHOUT AN EVENT

- Discussion Questions
 - How has your organization raised funds without holding an event?
 - How might your organization adapt these ideas?

PREPARING FOR THE UNEXPECTED

- Discussion Questions
 - How do you communicate event changes with sponsors/donors?
 - How do you handle ticketed events where reservations have already been made?
 - How do you handle donation of items?

ADDRESSING UNCERTAINTY

- Discussion Questions
 - How do we plan for events with the uncertainty of the upcoming season?
 - How do we approach donors/sponsors when dates of events are uncertain?

FINAL SUGGESTIONS

- Let the donor determine their gift - never assume their response
- Focus on what can be done
- Review/Watch Fundraising Webinars posted

<https://www.americanorchestras.org/conferences-meetings/on-demand-webinars/orchestra-fundraising-time-of-crisis-two-parts-on-demand.html>

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 2 – Volunteer Council Constituency Monday, May 18

Peer to Peer Discussion: Idea Exchange of Volunteer Support of our Board, Musicians, Volunteers and the Community.

Session 3 – Volunteer Council Constituency Monday, June 1

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

THANK YOU FOR JOINING US!



- **Post any additional comments or questions to our Friends of the League of American Orchestra Volunteer Council Facebook page**