

League of American Orchestras  
2014 National Conference

**Development Groups 3-8  
Constituency Meetings**

Stacy Wilson Margolis and Natalie Kimball

[smargolis@americanorchestras.org](mailto:smargolis@americanorchestras.org) and [nkimball@americanorchestras.org](mailto:nkimball@americanorchestras.org)

Development Meetings are generously sponsored by CCS

Seattle  
Symphony

**Wednesday, June 4**

**Constituency Meeting 1**

1:30pm-3:15pm  
Vashon 1, 3<sup>rd</sup> Floor, North  
Tower

**Belief and Confidence**

The two most important ingredients in a successful development program are belief and confidence. Volunteers and donors are most engaged, and organizational leaders are most effective, when levels of belief and confidence are high across organizational constituencies. We will discuss the many internal and external factors that affect belief and confidence, and the roles that development leaders can play in creating an environment where belief and confidence spiral upward.

This will be a shared session with Development 1-2.

*Ron Schiller, founding partner and principal consultant, Aspen Leadership Group*

**Thursday, June 5**

**Constituency Meeting 2**

2:00pm-4:00pm  
Vashon 1, 3<sup>rd</sup> Floor, North  
Tower

**Major Gifts and Planned Giving: How to make the most of your patrons and your data**

In this session, learn how the development team at the Seattle Symphony is using new approaches and tactics linked to data to grow its major and planned giving programs. This session will include the presentation of a case study as well as ideas and strategies to apply this knowledge to your home orchestra.

Led by Seattle Symphony Development Staff.

*Megan Hall, annual fund senior manager; Becky Kowals, planned giving director; Andrew Smith, development coordinator, major gifts; Amy Studer, senior major gift officer*



## Friday, June 6

### Constituency Meeting 3 Success: What Works Now

8:00am-8:50am

Vashon 1, 3<sup>rd</sup> Floor, North Tower  
What strategies does it take to be successful in today's climate? Innovative approaches to fundraising are emerging at organizations across the country, enabling orchestras to find success through new methods. In small break-out groups, share your successes directly with your orchestra colleagues, and learn what's happening in the field.

9:00am-10:00am

Our entire development constituency will come back together for a final session highlighting innovative approaches that are working in today's climate. Hear success stories from across the industry and take home new ideas for fundraising strategies.

This will be a shared session with Development 1-2.

*Frederic Happy, principal and managing director, CCS*

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