



**FRIENDS** OF THE  
**MINNESOTA ORCHESTRA**

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**WHAT'S IN A NAME...Rebranding: WAMSO to FRIENDS OF THE MINNESOTA ORCHESTRA**

**Orchestra:** Minnesota Orchestra, 1111 Nicollet Mall, Minneapolis, MN 55403, **Group Size:** 1

**Presenter:** Becky Odland, Friends of the Minnesota Orchestra Past President, 4613 Wooddale Ave., Edina, MN 55424, oddball72@aol.com, 952-929-5831

**Community Population:** Approximately 225 members, Metropolitan area size: approximately 3.3 million

**Project Description:** Rebranding the organization, S.W.A.T. based outcomes that determined a need to streamline our organization and increase its relevance, and make its value readily apparent to everyone in our community.

**Project timeline:** May 2012 to May 2013, two months - analysis, ten months - researching and implementing

**Income:** None **Expenses:** \$5000 plus \$470 external expenses

**Volunteers needed:** Marketing Directors & Board Members (17), Planning & Networking Ambassadors (20)

**Staff:** Contract execution and communication

**Future:** It is our hope that the new branding will last many years. When repeated in the future, spend more time on communicating changes with the membership.

**Project Goals:**

To select a new name with tag line, mission statement, and logo, we considered the following:

- Easily identified by our audiences and future members
- A coordinated mark (logo) with the Minnesota Orchestra's new mark (logo)
- A brand that will endure over time

We sought to make our organization more inclusive, and to reach out to young professionals and music educators in ways we had not before.

Our original name was WAMSO (Women's Association of the Minneapolis Symphony Orchestra) later changed to WAMSO-Minnesota Orchestra Volunteer Association. The acronym WAMSO has identified the organization since 1949, so it was time to have a name that didn't need explaining.

**Achievement of Goals:**

- The Board began with a S.W.O.T. analysis (A strategic planning process looking at: Strengths, Weaknesses, Opportunities, Threats) of our name, mission and logo. As part of the analysis we explored relevance to our community, organizational history and value, initiatives, successes, and comparisons to similar organizations across the country.
- On going considerations during the process were: desire of a brand easily understood by our members, donors, grantors, educators; representative of our unique and long-standing relationship with the Minnesota Orchestra; and our desire to be accessible to a broader audience within the Twin Cities.

Friends of the Minnesota Orchestra is a 501 (c) (3) organization. Changing Lives Through the Power of Music.

## What's in a name....

### Achievement of Goals continued...

- Conversations were held with members and advisors during the naming process. We looked at designations of: Guild, League, Society, Partners and Friends.
- Possible names included - Minnesota Orchestra Partnership (MOP), Partners of the Orchestra (PO) Friends of the Minnesota Orchestra (FMO), Minnesota Orchestra Friends (MOF), Ovation (Orchestra Volunteer Association), MOVAtion, (Minnesota Orchestra Volunteer Association), Minnesota Orchestra Volunteer Partnership (MOVP), Minnesota Orchestra Volunteer Association (MOVA).
- Ultimately the name selected was Friends of the Minnesota Orchestra, *Changing Lives Through the Power of Music*. For all stakeholders, it was simple, clear, inspiring, attainable, relevant and gave more flexibility to expand our membership base. It was important to maintain "Minnesota Orchestra" as part of our name.
- Next, we wanted a new mission statement that clearly articulated what the organization did. Our original mission statement was, "WAMSO-Minnesota Orchestra Volunteer Association provides support for the Minnesota Orchestra and promotes music education." Our new mission statement became: "We create opportunities that bring the power of music to children, families, and adults."
- The new name, tagline and mission statement were presented to members at various gatherings.
- Finally we worked on the logo. We used the same design team who worked with the Minnesota Orchestra so our design would be complementary. Five new logo options were presented. The Board chose one.
- The new logo was unveiled at our Spring Membership meeting.

  
Minnesota Orchestra  
Volunteer Association

TO

  
FRIENDS  
OF THE  
MINNESOTA ORCHESTRA