

The Spokane Symphony Associates Presents



Orchestra:

Spokane Symphony Orchestra
P.O. Box 365 Spokane, WA 99210

Volunteer Association:

Spokane Symphony Associates
P.O. Box 365 Spokane, WA 99210

Orchestra Group Size: 3

Associates Membership: 300

Regional Population: 600,000

Presenter:

Stephanie Lewis
2712 W. Hailey Lane
Spokane, WA 99218
509-465-9595
steffanilewis@yahoo.com

Bernstein Chapter of the Spokane Symphony Associates conducts a small fund raiser, but one that has been "growing"- plant sales. For two days in May, during prime planting season, we partner with two separate garden nurseries to provide a special day to buy spring plants and garden art. The nurseries donate 10% of total sales for that day. Add cookies, coffee, Master Gardeners from Washington State University Extension Service, a symphony cellist and drawings for free concert tickets and you have two great days of Symphony fundraising and "friend"raising.

■ **Goals:**

To raise money in support of the Spokane Symphony Orchestra while promoting the orchestra out in the community in a non-music venue. Shoppers also learn about the Associates and are invited to join.

■ **Revenue:**

\$1800 for 2 days – double what it did three years ago.

■ **Expenses:**

Program inserts printing = \$75, large banner for event and large outdoor signs (one time purchases), cups, napkins and coffee. All expenses were covered by chapter members.

■ **Donations:**

Cookies, coffee, and concert tickets

■ **Advertising:**

Flyers are placed in concert programs near the time of the events. Information is placed in the membership newsletter, on the website, plus "e-blasts" to the symphony community and free listings in newspapers. Sandwich board type signs are placed on streets near the nursery locations.

■ **Volunteers:**

Eight to ten volunteers per day assist with selection and sales from 9 – 5, working in 3 hour shifts. The volunteers wear red aprons with the Associates' logo and help shoppers with their purchases, carrying their plants around the nursery and to their cars in little red wagons. The chapter also provides coffee and cookies to all patrons during the day. Shoppers names are entered in a drawing each day for tickets to upcoming Symphony concerts.

■ **Changes considered:**

We are looking for another nursery in a different section of the city to participate. We want to encourage more musicians to come and play while people shop.



PROJECT TIMELINE

May

Contact nurseries to schedule the event for following year

January – February

- Design flyer
- Contact master gardeners
- Make list of publicity contacts
- Plan advertising

March - April

- Schedule volunteers
- Reconfirm dates with nurseries
- Print flyers
- Set up publicity channels

May

- Verify publicity output
- Stuff concert programs with flyers
- Confirm volunteer schedule
- Organize items for event day: banner, membership brochures, signs, coffee & cookies
Provide volunteers with aprons and name badges for identification



Benefits:

- Provides the public with an increasing awareness of the different ways to help support your symphony orchestra plus provides information about the concert options available which results in encouraging attendance at concerts.
- Provides information regarding the orchestra members involvement in the community with educational programs and student teaching at all levels which generates an appreciation of the overall impact a symphony orchestra has on the community.