

SYMPHONY BALL 2012: FOUNTAINS OF MUSIC

(A fundraiser for the Kansas City Symphony by the Symphony League of Kansas City, Missouri)

Kansas City Symphony
1703 Wyandotte St. #200
Kansas City, Missouri 64108

Orchestra Size: 2

Population of Kansas City and surrounding areas: 2.3 Million

PRESENTER:

Miki Christophersen
9853 Rosewood
Overland Park, KS 66207



PROJECT GOALS: Only 30% of ticket sales cover the annual expenses for our symphony. This black-tie event is held annually to raise money in support of our Kansas City Symphony, engage the community, and increase audience and Ball attendance.

Project Description and Timeline:

- September 2011: Determine Venue for Event
- October 2011: Identify Honorary Chairs
- November & December 2011: Select Ball Committee and database volunteers
- January 2012:
 - Determine budget for Ball
 - Determine theme for Ball
 - Secure vendor for ambience décor
 - Secure artist for invitation/program design
- March 2012: Benefactor letters signed and mailed
- May:
 - Ball kickoff luncheon for Ball volunteers
 - Meet with Benefactor Party host and plan Benefactor Party
- June:
 - Publicity promos begin for Ball
 - Begin phone calls to potential Ball donors
- July: Tasting held for Ball menu
 - Invitations mailed
- August: Final push for donors and ballroom set-up volunteers
 - Determine Ballroom layout
 - Meet with vendors for hotel, ambience, sound and lighting, auction chair, and Symphony staff to coordinate Ball set-up and performance

- September: Meet with Reservations committee for seating and Ball registration
- September 8, 2012: Celebrate at the Ball!
- October: Continue sending gifts and notes of appreciation
- November: Follow-up phone calls to pledge donors
 - Submit notebook to next year's Ball Chairman
- December: Check presented to Kansas City Symphony at Holiday Luncheon

FINANCES

- Revenue: \$706,420.44
- Expenses: \$115,320.57
- In Kind: Some venue expenses (valet, liquor expenses) benefactor party, party favors
- Net: \$591,099.87

VOLUNTEERS: Approximately 35

- Ambience: Work with vendor to conceive and design Ballroom layout and centerpieces (5)
- Ball Day Coordinator: Directs volunteers for table set-up, etc. (1)
- Donor Correspondence: Send notes of appreciation to corporate donors and individual benefactors (4)
- Menu: Meet with Executive chef and plan menu and tasting prior to Ball (2)
- Favors: Select party favors for Ball (1)
- Invitation stuffing: Determine location and plan room layout and luncheon for volunteers; pick up invitations from printer, purchase stamps, work with post office (5)
- Ball Program: Works with artist, photographer, and printer to determine cost for layout and design (1)
- Publicity: Determine submission deadlines for publications and hire photographers for Ball and Pre-ball publicity (1)
- Reservations: Obtain Ballroom layout and determine table seating (5)
- Silent Auction: Solicit auction items, print auction book and bid sheets, set up auction table night of Ball (6)
- Ball Treasurer: Monitor Ball donations and write checks for all expenses (1)
- Computer Database: (3)

TECHNOLOGY:

- Excel Database used to update contact information for potential donors and benefactors annually
- Facebook was used and linked to Symphony website for Ball information and Auction items