

Engaging Membership Meetings

A strategy of The Symphony Guild of Charlotte, Inc.

Charlotte Symphony
301 S. Tryon Street
Charlotte NC 28202

Orchestra Size: Group 2

MSA Population: 2,335,000

Presenters:

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Project Goals: How could we engage our volunteers in today's bustling hi-tech world? How could we spark members' participation and leadership development? One solution was right in front of our eyes— we revamped our three general membership meetings thoughtfully and intentionally to connect our volunteers with our Guild's many opportunities to share time, talent and treasure.

Project Description:

- designed overarching agenda for all membership meetings to unfold over the course of the year to achieve the following:
 - clearly and concisely articulate all volunteer opportunities
 - provide time for leaders and members to network face to face
 - make it simple to sign up to volunteer or buy tickets
 - include everyone in celebrating success
- our meeting themes flowed as follows:
 - Fall meeting
 - * focused on a forecast of the upcoming year—leaders provided an overview of fundraising, education and membership events planned throughout the year
 - * highlighted specific opportunities to join or lead a committee, or sponsor or volunteer at an event, with something to which everyone could connect
 - * held roundtable session (with five tables: education, membership, fundraising, friendraising and web resources) to promote dialogue about volunteer roles and exchange of ideas
 - Winter meeting
 - * luncheon, themed “Passport to Spring”
 - * provided three stations where members earned passport “stamps” by engaging with leaders and learning how to “DO” “BUY” “SHARE” - all who completed their passports were entered in a drawing for champagne- very popular!
 - * business meeting focused on upcoming events and helping members connect
 - * new members were recognized, as were the members' milestone anniversaries
 - * the passport tri-fold was a great takeaway for future reference

- Spring/Annual meeting
 - * themed a celebration of volunteer contributions, featuring dinner buffet in a member's home
 - * leaders' remarks focused on the year's achievements with emphasis on milestones
 - * financial successes were supported; an extra gift to the symphony was announced
 - * a symphony board member addressed the group about the importance of our Guild's mission
- pivotal tactics included:
 - spotlighting our mission through inviting symphony staff/board members as guest speakers and asking youth orchestra members to perform
 - designing support materials to provide clear, concise, complete snapshot of volunteer opportunities
 - reporting focused on the future as opposed to history
 - utilizing sign up sheets strategically, designed with job descriptions, timeframes and locations
 - including post meeting synopsis in our e-newsletter for members unable to attend; we included links to meeting materials

Financials:

Venues:	\$ 0	Costs for all meeting spaces were donated
Food:	\$ 0	Fall and Spring meeting food/beverage donated by members; Winter luncheon cost paid directly by members in attendance
In-kind:	\$ 0	music provided by students, all photography in-kind
Printing	\$100	cost to produce Passport and Roundtable materials

Volunteers: Steering Committee—8 total (members of Executive Committee)

- committee met several times during the course of the year
- meeting materials redesigned by President, VP Marketing and Office Administrator
- handouts and sign-ups designed by VPs and project leaders
- newsletter articles written by President and VP Marketing
- social planning handled by social committee (2 members)
- collaborators included youth musicians, an in-kind photographer, our symphony ED and board members

Successes:

- connected three new members to pivotal jobs
- recruited 14 members as event hosts
- signed up 40 volunteers for various projects
- sold 30 tickets to events
- raised \$1150 in donation

Submitted by:

Lisa Phillips
President 2011-2013

