



ALEXANDER MICKELTHWATE
MUSIC DIRECTOR, OKC PHIL



ORCHESTRATING EXCELLENCE

A fundraising luncheon for the OKC PHIL

HOSTED BY THE OKC ORCHESTRA LEAGUE | FEATURING MAESTRO ALEXANDER MICKELTHWATE

THURSDAY, APRIL 18, 2019 | 11:30 AM- 1 P.M.

PROGRAM BEGINS PROMPTLY AT NOON | OKC GOLF AND COUNTRY CLUB

RSVP by April 10, 2019 to: execdir@okcorchestralliguel.org or OKC Phil: (405) 232-7575

GOALS

Both the OKCPHIL and OKC Orchestra League have been fortunate to rely on a loyal, dedicated group of donors for decades. Yet, as time passes, so have our donors. With only 5% of philanthropy supporting the arts, declining revenue streams and an aging donor group, the OKC Orchestra League sought to:

- Connect non-traditional donors with the mission of the League and OKCPHIL
- Establish a multi-year giving society
- Inspire prospective donors to engage at a deeper level

Maestro Alexander Mickelthwate accompanies Henry Ingels, winner of the youth Buttram violin music and quartet competitions, performing a movement from a Mendelssohn piece: Concerto in E Minor, Op 64.



PROJECT

Orchestrating Excellence

VOLUNTEER ASSOCIATION

OKC Orchestra League

CONTACT

Wendi Wilson, 2018-2020 President
wlwilson21@gmail.com

ORCHESTRA

OKC Philharmonic, 420 Colcord Dr.
Suite B, OKC, OK 73102

COMMUNITY POPULATION

1,379,525

ORCHESTRA SIZE

Group 3

BUDGET

INCOME

Individual Contributions	\$180,025
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EXPENSES

Meals and room rental	\$12,270
Video	\$ 6,000
Production	\$ 3,938
Floral	\$ 2, 341
Design and printing	\$ 920

NET PROCEEDS

\$154,556

ABOUT THE PROJECT

In April 2019, the League carried out a free, one-hour fundraising luncheon with 320 guests. Raising more than \$180,000 in multi-year pledges from nearly 200 donors, 85% of whom were new donors, the Orchestrating Excellence luncheon told the orchestra's story in a way that introduced new donors to our community impact. The project had 36 volunteer table captains and a planning committee of around 15 volunteers with both Orchestra League and OKCPHIL staff participating. The table captains played a critical role—they invited guests, each filling a table of eight.

Planning was held from January-April. The event was held on April 18, 2019.

The event was completely free to attendees. The invitation strategy was a table captain approach where volunteers invite their friends, colleagues and contacts to attend. The event was advertised as a fundraising event, with clear messaging that guests would be invited to invest. Revenue was entirely unrestricted charitable donations, mostly from individuals. A long-time donor provided a spontaneous, anonymous matching gift of \$20,000 upon her arrival to the luncheon.

The Oklahoma City Mayor, Maestro and community leaders helped to tell the story in a 7-minute mission video and from the stage, while table captains hosted their friends,

colleagues and contacts to learn about the cause they care about.

Maestro Alexander Mickelthwate accompanied a young violinist on the piano. The presidents of the League and OKCPHIL stood side-by-side on the stage and invited guests to invest, emphasizing that "a great city has a great symphony."

A diverse, influential and non-traditional luncheon committee championed the overall effort and offered their credibility. Originally projecting around \$75,000 in proceeds, the event exceeded expectations with double that amount and provided a firm foundation for future, annual events.