

# Fall in Love with Music

Presented by the League of the Chicago Symphony Orchestra Association (CSOA)

Sue Bridge, President | Bill Ward, President-Elect | Mimi Duginger & Jessica Erickson, Event Co-Chairs

**Questions?** Please contact the League of the CSOA at 312.294.3159 or [league@cso.org](mailto:league@cso.org)

## Project Background | Goals | Description

"Fall in Love with Music" is the signature annual fundraising event presented by the League of the CSOA. Historically, this in-person fall event welcomed guests to a luncheon featuring an intimate performance and discussion with a prominent CSOA guest artist. Due to gathering restrictions and an uncertain fall schedule, the 11th annual event went virtual and shifted to a spring date of March 21, 2021.

The **goal established for the event went beyond just raising funds. It also included a desire to keep music alive** in the hearts of our League members during the pandemic.

This desire to keep music alive was accomplished by **emphasizing the word love to thematically weave together the various virtual aspects of the event**. This weaving was apparent when special guests shared their personal tales of love for classical music leading to a lifelong romance; of love for a musical instrument leading to a lifelong musical career; and of love for classical music itself that enriched their lives forever. Most importantly, it was the love that our guests ardently shared for our incomparable Chicago Symphony Orchestra that was the key to accomplishing our goal.

The event opened with virtual lobbies, allowing guests to mix and mingle, followed by a pre-recorded 50-minute program created exclusively for "Fall in Love with Music." Miles Maner, CSO bassoonist, served as the host for the program, which featured a performance by acclaimed violinist Joshua Bell. Other guests included Marin Alsop, Leif Ove Andsnes, Emanuel Ax, James Gaffigan and members of the CSO.

**View the event program book online at [bit.ly/fallinlovewithmusic](https://bit.ly/fallinlovewithmusic).**



Violinist Joshua Bell performs Chopin's Nocturne in E-flat Major, OP.9. No. 2 (arr. Bell/Wallace)



CSO bassoonist Bill Buchman and his husband CSO Chorus Member Lee Lichamer share how music brought them together.



## Project Timeline

**October 2020** Event co-chairs confirmed; event date, budget and goals finalized.

**November 2020** Event committee activated; event format outlined.

**December 2020** Meet with event committee; meet with CSOA artistic and marketing teams.

**January 2021** Artistic team contacts artists; sponsorship levels outlined; printed invitation finalized; event details shared with CSOA family.

**February 2021** Invitations mailed; event page added to CSO.org; curated virtual lobby activities; recorded program segments.

**March 2021** Pre-recorded program and virtual program book completed; created final marketing outreach via emails, social media, web page.

## Financials

### Revenue

Tickets (\$100/ticket) ..... \$9,500  
Sponsorships ..... \$41,545\*  
  
Total Revenue ..... \$51,045  
Net Revenue ..... \$44,200\*\*

\*From 49 individual donors, no corporate donors.

\*\*Second highest net revenue in the history of the event.

### Expenses

Video Production ..... \$4,250  
Print Invitations ..... \$1,669  
Digital Advertising ..... \$500  
Postage ..... \$396  
Miscellaneous ..... \$30

Total Expenses ..... \$6,845

All musician and guest artist participation was gratis.

## Collaborations | Volunteers

Participation by fifteen staff members from the CSOA artistic, marketing, design, and development departments, as well as participation by fourteen CSO musicians, was essential to the creation and implementation of the event. Additionally, five internationally known musicians performed or shared personal stories.

Two League members served as event co-chairs. The League President, President-elect, Vice President of Fundraising, and the CSOA Staff Liaison participated in weekly virtual planning meetings with the co-chairs. Nineteen League members served on the event committee, which was divided into five sub-committees. They included sponsorships, copy writing, Zoom training, League member invitations and CSOA family invitations.

## Successes | Lessons

The event surpassed its \$25,000 fundraising goal, as well as its stretch fundraising goal of \$50,000. The greatest success was keeping music alive in the hearts of the League members during the pandemic. The outpouring of thanks, love, and appreciation for the event was tremendous.

The biggest lesson learned from the event was that our League members are resourceful and adaptable. Our future "Fall in Love with Music" events will offer a hybrid presentation so that guests can view the program online or in-person.