



# The Eugene Symphony Guild presents *Music in the Garden*

A virtual tour of six lovely private gardens in Eugene, Oregon

June 27, 2021

Eugene Symphony is one of the leading cultural organizations in the greater Eugene area. In addition to providing beautiful music in the concert hall, it supports an array of educational programs for young people through school partnerships, and brings performances to members of our less fortunate community through human service agencies. For almost 55 years, the Eugene Symphony Guild has provided volunteer and financial support for this Group 4 Orchestra. It sponsors and awards scholarships at the annual Young Artist Competition, plus sponsors pre-concert talks and assists at Youth Concerts.

Among the Eugene Symphony Guild's many fundraising projects, Music in the Garden has become our primary money maker for Eugene Symphony—and our most popular! This Spring Tour of several outstanding private gardens in the Eugene-Springfield area, has been a beloved yearly community event since 1998. Each year up to 1,000 paying guests attend the tour, raising close to \$20,000, as part of our yearly gift to the Symphony.

In January 2021, amidst some of the worst days of the COVID-19 pandemic, the Eugene Symphony Guild was faced with a major dilemma: Should we cancel the 2021 Music in the Garden, which we had done as 2020 unfolded, or should we hope that vaccinations would gain momentum and cases decrease, allowing us to pursue our normal in-person event—maybe with masks and social distancing?

Due to these uncertain times, it was decided that a totally new direction should be taken—a “Virtual” Music in the Garden!



## We're Off and Running

### Our goals:

- Present a professional video tour of beautiful gardens and have lovely classical music accompanying it
- Raise money for Eugene Symphony
- Increase Symphony Guild awareness
- Promote new Guild membership

### How we did it:

- January 2021: Assembled committee; started video planning
- February: Hired a professional videographer to take care of the filming, sound and editing
- March: Found sponsors/advertisers to help cover production, promotion, publicity, and advertising costs
- April: Enlisted some Eugene Symphony musicians to provide the background music
- May: Released promotional materials; established filming schedule
- June: Filming, editing and post production; video released June 27, 2021

## Rallying the Troops

A total of 18 Eugene Symphony Guild members were involved in planning and implementation:

- Chair: Oversaw entire project
- Treasurer: In charge of financials
- Video Production Coordinator: Primary liaison with videographer
- Musicians Coordinator: Arranged and scheduled Symphony musicians who volunteered to participate
- Publicity, Promotion and Advertising Committee: Planned and designed promotional materials, arranged publicity and placed advertising
- Sponsors, Advertisers and Business Donors Committee: Approached business owners to sponsor, advertise, or donate
- Garden Owner Liaisons: One Guild member was assigned to each garden on filming day, to facilitate audio narration by garden owners
- All Symphony Guild members were asked to participate in a “Donation Match,” which was promoted as an incentive for others in the community to donate





## Getting the Word Out

We used various strategies to promote our virtual project, including printed materials and other methods:

- Placed colorful posters at the premises of our business sponsors and other local businesses, and takeaways with information on how to view and support the event
- Sent postcards to our entire mailing list
- Kept our membership informed through our monthly newsletter, The Prelude
- Approached TV and radio stations, plus newspapers used in past in person events, to air/print our ads
- Sent emails to our members to encourage them to notify family, friends, and neighbors
- Updated our website with information, including how to watch the video and donate
- Used social media to advertise our event (Facebook and Instagram)
- Created a virtual program book with information about each garden, sponsors and advertisers, colorful graphics, and photos
- Had the videographer create a short "teaser" video that was posted on our YouTube channel

## Who's Watching Anyway?

The Symphony Guild decided not to sell tickets to view our virtual Music in the Garden. Instead, a \$15 donation was suggested, but not required to watch. What we found:

- Many viewers were encouraged to donate, just by seeing our video
- We received not only support from our local community, but also from out-of-town viewers
- Although not attracting the same huge numbers of our traditional in-person event, we were pleased that we were able to reach a larger audience and promote not just ourselves, but Eugene Symphony

## The Nitty Gritty

Here's how the money played out:

**TOTAL INCOME: \$15,880**

- Title Sponsors: \$5,500
- Garden Sponsors: \$2,400
- Advertisers: \$900
- Other local businesses donations: \$250
- Eugene Symphony Guild members matching fund: \$4,005
- Community donations (checks & via PayPal): \$2,825

**NET INCOME: \$9,820.85**

**TOTAL EXPENSES: \$6,059.15**

- Videographer: \$3,475
- Printing (marketing and promotion): \$681
- Television: \$500
- Radio: \$604
- Newspaper: \$414
- Gifts to garden owners: \$340
- PayPal fees: \$45.15

## Mission Accomplished!

We were very happy to reach the goals that we set out to achieve:

- We were able to raise money for our outstanding Eugene Symphony, increase awareness of the Symphony Guild in our own community, as well as further afield, and encourage a flurry of new membership!
- Conducting our beloved Music in the Garden, in this new virtual format, gave us not only the confidence to try new fundraising methods in the future, but the satisfaction of seeing our project come to a successful fruition.

This year's 2022 Music in the Garden, scheduled for June 12, will once more be conducted as an in-person event—and our loyal tour goers can't wait to get back to "smelling the roses!"

To view Music in the Garden 2021 visit <http://youtu.be/i41zc-l8PfM>

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Visit us online at [eugenesymphonyguild.org](http://eugenesymphonyguild.org)

