

# 2020 SIPPIN' WITH SYMPHONY LEAGUE SPOTLIGHT AWARD

The **Quad City Symphony Orchestra (QCSO)**, founded in 1915, is among the twenty longest established, continuously operating orchestral associations in the United States.

The **Volunteers for Symphony** (and predecessor organizations) have been operating since 1936. Volunteers for Symphony (**VfS**) spreads goodwill and serves as ambassadors at concerts and events. VfS sponsors multiple annual fundraising projects raising about \$20,000 per year to support music education. **VfS** supports the mission of the **QCSO** through its dedication to achieving excellence in music education with community outreach, supporting the financial growth through fundraising projects, and heightening the awareness and value of the **QCSO**.



In Fall 2020, we launched **Sippin' with Symphony**, a new membership retention initiative via Zoom, to have our members connect with our QCSO musicians or artists for a lively hour of conversation. The event is a perk for only Volunteer for Symphony (VfS) members to get "up close and personal." We have also opened this event to Board of Trustees members.

The **League of American Orchestras** has recognized the **Volunteers for Symphony** for its role in implementing these educational programs.

- Musician provides a summary of upcoming concert and their musical career
- Reached volunteers in the Quad Cities, Chicago, Colorado, and Florida
- Favorite cocktail, entrée, or dessert recipe provided
- Six events per year
- Free event

**Project Goals:** Connect volunteers to the Symphony and maintain membership.

- 56 VFS members 6.30.2020
- 82 VFS members 6.30.2021
- 96 VFS members 6.01.2022 vs. goal of 100
- Goal of 125 at 6.30.2023!

**Project Timeline:** Planning for Sippin' events begins once the new QCSO season has been announced. The Volunteer President meets with the QCSO Executive Director to discuss possible musicians and event dates. Each musician is contacted to determine availability and interest-all have said YES! Invite volunteers to the event.

**Successes:** Each musician has been prepared and is enthusiastic about the performance. We believe that this event fuels interest in upcoming concerts. The QCSO musicians are giving back to the volunteers. Volunteers have asked that we continue the events in the 2022-2023 season.

**What we learned:**

- Volunteers thoroughly enjoyed the event, many joined in on multiple events
- Pictures of the QCSO musicians, food and drink are appealing
- Important to engage our Music Director and Conductor, Mark Russell Smith, when available
- Provide Zoom link when volunteers first invited and send Zoom reminder a day before the event
- Musicians are BUSY!!

**Orchestra:**

Quad City Symphony Orchestra  
327 Brady Street  
Davenport, IA 52801  
Group IV



QUAD CITY SYMPHONY ORCHESTRA  
MARK RUSSELL SMITH, MUSIC DIRECTOR AND CONDUCTOR

**Presenter:**

Darlene Link, President, Volunteers for Symphony  
22769-215th Avenue  
Davenport, IA 52807  
Volunteer@qcsso.org, 563-940-8027  
Population-350,000

