

# VOLUNTEERS FOR SYMPHONY CAR RAFFLE 2021 LAO SPOTLIGHT AWARD - FUNDRAISING

## Quad City Symphony Orchestra

327 Brady Street  
Davenport, IA 52801  
Group IV  
Population - 350,000



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

## Presenter:

**Darlene Link, Volunteers for Symphony**  
22769 - 215th Avenue  
Davenport, IA 52807  
volunteer@qcso.org, 563-940-8027

VOLUNTEERS  
for SYMPHONY



The **League of American Orchestras** has recognized the **Volunteers for Symphony** for successfully marketing its inaugural Car Raffle fundraiser in 2021. **Marketing tools** were in place at the launch. We continuously modified our marketing **tactics** to increase our car raffle ticket sales. A **marketing timeline** was developed which documented key steps and timing to have volunteers follow.

The **Volunteers for Symphony (VfS)** supports the **Quad City Symphony Orchestra (QCSO)** by sponsoring multiple annual fundraising projects totaling \$20,000 + per year to support QCSO youth 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**.

**Project Timeline:** Planning began in June, 2021, with the launch in November, 2021. Strategic meetings were held at key checkpoints. Car raffle drawing occurred in May, 2022 following our final **QCSO** concert.



### Successes:

- Major fundraiser raised **\$22,831**
- **545** (max was 600) tickets sold at **\$100** each
- Kept **\$2,369 expenses** to a minimum
- **46% of tickets were purchased outside** the Quad City community
- Recruited capable **co-chairs**

### What we learned:

- Identify **threshold** (410 tickets) when raffle changes from 50/50 cash raffle to offering Subaru
- The **Car raffle raised awareness** of the **QCSO Music Education programs** as well as the Volunteers for Symphony mission
- **QCSO Marketing staff** and social media were key to our success
- Need to attract **non-subscribers** to participate in this fundraiser to yield the largest return to the **QCSO**
- **Auto dealership** was willing to **negotiate vehicle cost** at close of raffle
- Car Raffle fundraiser required **less volunteer help** than previous Second Fiddle Sale. 16 volunteers needed.

### FUNDRAISER SUMMARY

Gross sales \$54,500

Contributions \$ 200

#### GROSS REVENUE \$54,700

#### Expenses:

Purchase of Subaru \$29,500

Marketing supplies \$ 701

Independent audit \$ 1,625

Postage \$ 43

Total expenses \$31,869

**NET PROFIT \$22,831**

