



Membership Recruitment:

Strategic direction for focused recruitment of members with school aged children

- Active WSL Membership affords members the opportunity to support and promote the growth of the East Texas Symphony Orchestra and music education in our community
- Ever evolving, leadership strives to interest new members in the potential impact of service, advocacy and donorship through WSL
- Mothers of late elementary and early middle school students are enticed by the educational focus of our Junior Symphony League
- To propose students for membership, a mother, grandmother, or Guardian must be an active member for 3 consecutive years or 5 cumulative years and must continue membership throughout the two years of JSL Student membership
- Active members pay dues annually, purchase a ticket and attend at least one fundraiser annually, attend two general meetings and serve on a WSL committee. New Members must attend at least one concert annually and may purchase a season subscription in lieu of one required meeting

What does JSL Membership offer?

- JSL immerses students in a unique and meaningful volunteer experience focused on the appreciation of Symphonic music while learning concert etiquette, gaining an appreciation of orchestral programming, understanding administration and non-profit process, while gaining leadership experience
- JSL members serve as ushers at all ETSO concerts, plan their own fundraising efforts to benefit music education, and are offered the opportunity to earn a distinguished service award by meeting specific volunteer requirements
- JSL affiliation broadens expected volunteer commitments recognized in college applications
- JSL members are formally presented in recognition of their service at the Annual WSL Ball

Importance of JSL focused Membership Recruitment:

- Provides a base of new, focused members
- WSL membership can connect families less familiar with classical music to the East Texas Symphony Orchestra and reinforce the commitment of continuing supporters
- Continuing camaraderie of members having joined on behalf of their students
- WSL/JSL can grow future audiences through appreciation of the art and impact of live symphonic performance
- WSL Administrative Budget significantly impacted by Dues of members committed to the term of JSL membership
- Direct support of the orchestra through annual giving and WSL Ball proceeds; Priceless