

**2023 League Volunteer Council  
Strategic Conversation #2                      September 27, 2023 at 3pm Central**

Facilitators: Laurie Skjerseth, Volunteer Council President  
Kathy Leibrand, Volunteer Council President-elect  
Florence McLean, Volunteer Council Secretary  
Darlene Clark, Volunteer Council, Conference Chair Houston  
Melanie Hausmann, League Liaison

Attendees: Al Chaney, Central Wisconsin Symphony Orchestra; Paula Abernethy, Annapolis Symphony Orchestra; Betty Fox, Asheville Symphony; Ann Rivard, Huntsville Symphony Orchestra; Barbara Sturges & Karen Hoag, Illinois Philharmonic; Kellie Sullivan, Connie Stirgus-Marley, Uta Cross & Carol Blum, Kansas City Symphony Orchestra; Amy Ferguson, Louisiana Philharmonic Orchestra; Judy Kalan, Madison Symphony Orchestra; Julie Brantley, Richmond Symphony; Michael Kikta, Rockford Symphony Orchestra; Liz Arend, Waco Symphony; Debbie Monark, Williamsburg Symphony Orchestra; Martha Kroese, Waterloo-Cedar Falls Symphony Orchestra; George Hesse, Quad City Symphony Orchestra; Gail Corvette, Charleston Symphony; Richelle Rabenour & Sara Cerato, The Philadelphia Orchestra; Leslie Graitcer, The Coastal Symphony of Georgia

Laurie Skjerseth, President opened the meeting, and welcomed the 18 symphony organizations and their 22 Presidents/President-elects. She introduced Al Chaney, George Hesse, Gail Corvette, Carol Blum and Roma Calatayud-Stocks who were attending for the first time,

Laurie introduced today's topic "The Framing of Fundraising = Friend Raising and made a PowerPoint presentation in her discussion of the topic

The attendees moved into 5 breakout rooms to discuss fundraising activities that are conducted on behalf of their symphonies. The moderators were Julie Brantley, Kellie Sullivan, Darlene Clark, Melanie Hausmann and Laurie. The questions for discussion:

1. How do you measure the success of an event?
2. What is your most successful fundraiser? What's your best fundraising event?
3. Do you have a pipeline for new projects and how are new ideas generated? Do you have a Planning Committee?

We assembled after the completion of the breakout rooms and the groups reported out. Laurie suggested that each group post their comments in chat. General comments in response to the questions were as follows:

1. Success is measured by the number of people who attend the event, the amount raised, whether non-members/new friends/young people supported the event, engagement with the community, was the event sociable.
2. Several raised over \$100,000 e.g., Philadelphia \$250,000/Quad city \$100,000
3. New projects determined via brainstorming, ideas from the annual League conference, looking at previous events and evaluating adaptable to current situation.

Darlene Clark discussed Kay Sprinkel Grace book “The Busy Volunteer’s Guide to Fundraising – The Truths and Nothing but the Truths About Raising Money for Your Cause”.

Laurie continued with the fundraising PowerPoint presentation and mentioned that some of the best places to get ideas was to attend the annual League conference and information that is maintained on League’s website.

Laurie proceeded to wrap-up the session and asked everyone to submit a one-line statement of what they would like to experience and take away from the sessions. She also mentioned that the topics for sessions 3 & 4 will be strategic planning and volunteer recruitment and retention.

Melanie stated that she would email a copy of the fundraising PowerPoint presentation and the link to the gold award winners presentations.

Minutes Submitted by Florence McLean  
Secretary, Volunteer Council