

# *Growing Membership: Focus on What Works*



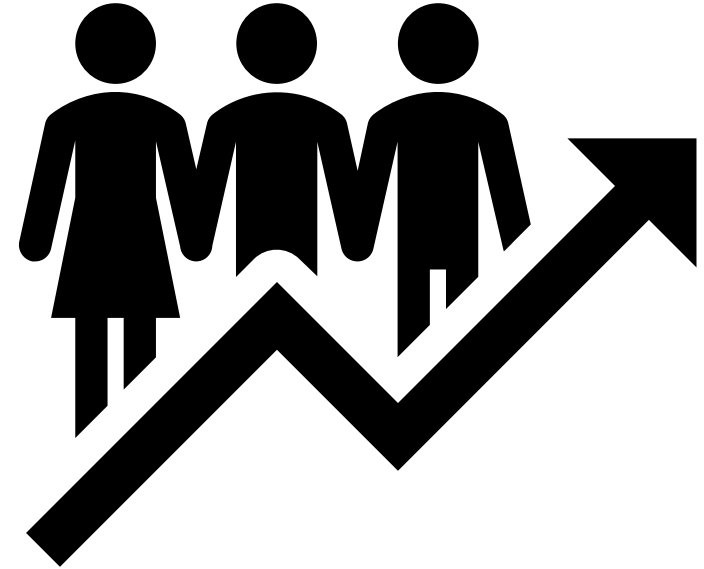
HOUSTON  
SYMP#ONY

LEAGUE

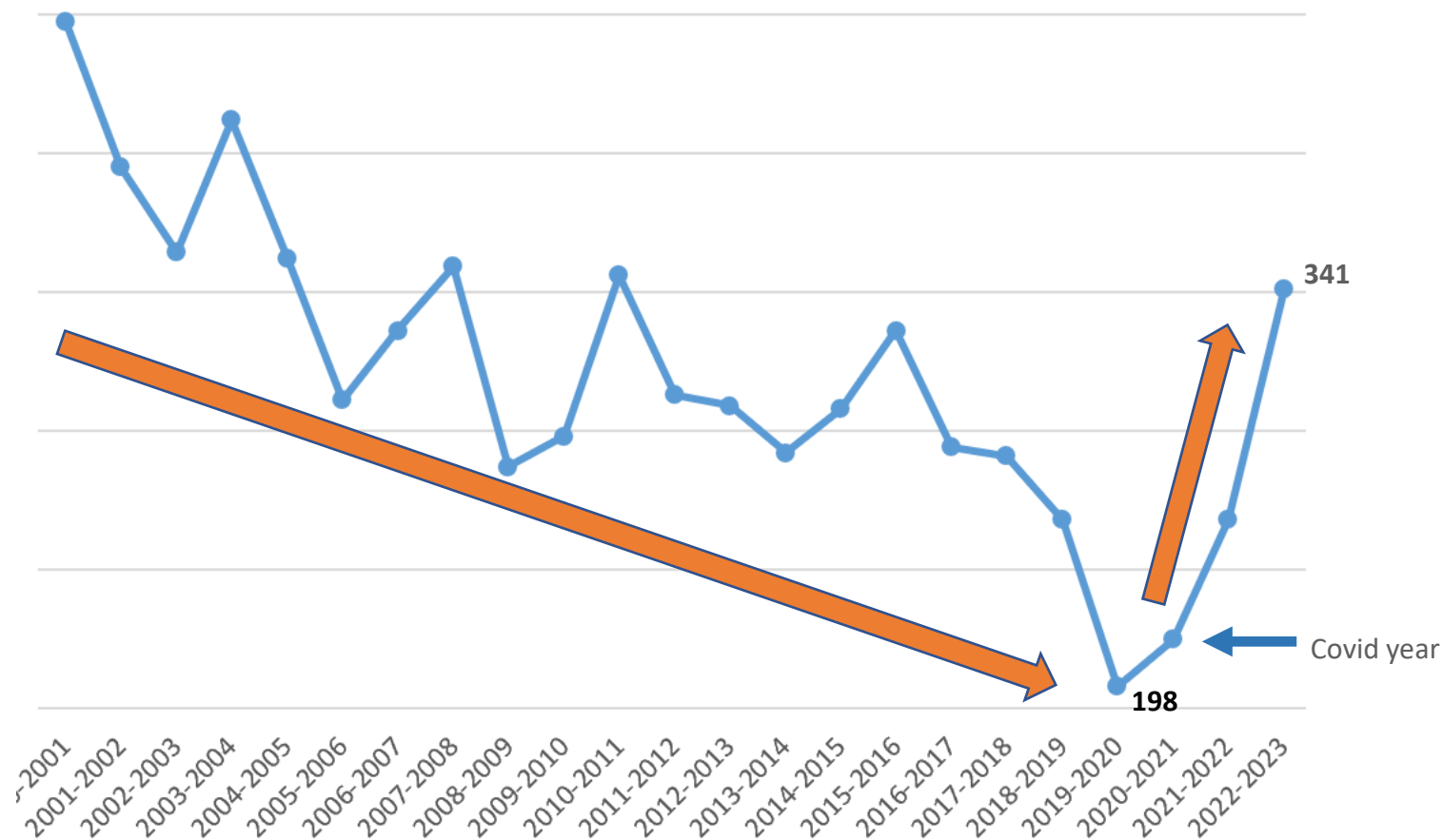
# *Why Grow Membership?*

## **New members**

- Provide additional resources for the League to fulfill its mission
- Increase the League's revenue to support our Symphony
- Bring fresh ideas, high energy, and an untapped crop of leaders



# Reversing the Trend



The Houston Symphony League embarked on a five-year strategic plan in 2020 to grow membership after 19 years of decline.

# *Timeline for Growth Plan*



2020-2021

Stop the Bleeding

2021-2022

Improve Data Management

**2022-2023**

**Focus on What Works**

2023-2024

New Processes for Engagement

2024-2025

Assess and Adjust Plans

# *Growth Starts with a Strong Infrastructure*



- Active Membership Officer
- Multiple year plan
- Clean database
- Easy payment process
- Strong, positive brand
- Content-rich website
- Presence on social media

# Website



## HOUSTON SYMPHONY LEAGUE: SUPPORTING THE HOUSTON SYMPHONY SINCE 1937

- **Mission**

The Houston Symphony League's mission is to collaboratively support the Houston Symphony's audience development, education, and fundraising activities with engaged volunteers.

- **Vision**

Our vision is to partner actively with the Houston Symphony, to foster promising new musicians, and to support artistic excellence, community outreach, education, and fundraising.

# Social Media



The Houston Symphony League is active on Facebook and Instagram



# *Friends Are Key*

## **Capitalize on existing relationships**

- Friends of current members
- Friends of the Symphony





# *Friends of Current Members*

## **Current members are our best ambassadors and recruiters**

- Encouraged members to invite their friends to key League events
- Gave new members invitation packages to share with their friends



# Friends of the Symphony: Concertgoers

## Concertgoers are potential members

- New members served as concierges at 60 concerts
- A promotional card describing the League was handed out at concerts
- Ads in the *InTune* magazine for concertgoers



DO YOU HAVE A PASSION FOR THE HOUSTON SYMPHONY?  
ARE YOU LOOKING FOR OPPORTUNITIES TO VOLUNTEER?

### Join the Houston Symphony League!

Formed in 1937, the Houston Symphony League is an organization dedicated to supporting the Houston Symphony and its educational enrichment of our city. For more than 80 years, the members of the League have devoted their time to raising funds for the orchestra, volunteering at Symphony Education and Community Engagement programs, and planning social events and other activities for members.

#### When you become a League member, you can:

- Volunteer at various concerts and events—including the Student Concerts, Concert Greeter, and the crafts and activities at PNC Family Concerts.
- Participate in and host fundraising events such as Interview with an ICON, Magical Musical Morning, and more.
- Organize and serve on committees for the Symphony's major special events such as the Opening Night Concert & Gala, Wine Dinner & Collector's Auction, and the Symphony Ball—these events raise money for the Symphony's Education and Community Engagement Initiatives.
- Gain access to educational events and activities such as B# Luncheons, a book club, and informative lectures with musicians, guest artists, composers, and Symphony staff.
- And much more!

Scan here for more information on the Houston Symphony League:



# Friends of the Symphony: Donors

**Donors are also potential members**

Ads were placed in the *Symphony Soiree* for donors



**Houston Symphony League**

HOUSTON SYMPHONY

SYMPHONY SOIREE

The Houston Symphony League has a long and rich history with the Houston Symphony and the Houston community. The League has been a major source of support for the Symphony through fundraisers, volunteering, and education activities since 1937. Please consider joining the League to help support the Symphony and make new friends with other music enthusiasts like yourself. The League has many ways to show your support—join today!

[LEARN MORE](#)

Hello,

I'm pleased to welcome you back to *Symphony Soiree*—the Houston Symphony newsletter exclusively for special event donors and guests! If you're new here, you are receiving this newsletter because you recently attended a Houston Symphony special event. *Symphony Soiree* provides insight into how your donations to our special events support the Symphony and lets you in on what happens at the Symphony after the party is over.

# *The Benefits of Growth...and the Costs*

**Revenue: \$9,850**

- Increase in membership dues over the previous year

**Expenses: \$240**

- Printing and mailing letters to new members

**In-Kind Donations: \$2,023**

- Ads in *InTune* magazine, *Symphony Soiree*, Federation of Houston Professional Women's gala program
- Promotional cards



# *Impacts*

- Membership increased 32%
- 94% of current members renewed – a 12% increase
- Membership revenue was a League record \$40,350 – an increase of \$9,850
- More potential volunteers, donors, and Symphony ticket holders

# *In Summary...*

**We learned some valuable lessons on how to sustainably grow our membership**

- Gather all data to assess what worked and what didn't
- Experiment with new strategies and measure how well they work
- From those learnings, build new pathways and new processes to recruit and retain members and continue to **Focus on What Works**

*Thank you!*