



League Recognized Project Fundraising: Re-Imagining Auctions

Symphony Ball Auction 2023

Fran Peterson, presenter



REINVENTING THE STRUCTURE OF 2023 HOUSTON SYMPHONY BALL WAS NOT AN OPTION

BUSY LIVES

- Busy careers
- Volunteer burnout
- Over-burdened staff
- Personal commitments
- Pandemic-impacted businesses



The image features a central white oval frame containing text. Above and below the oval are two large, semi-transparent orange circles. The text is centered within the oval.

FUNDRAISING GOAL:

\$150,000

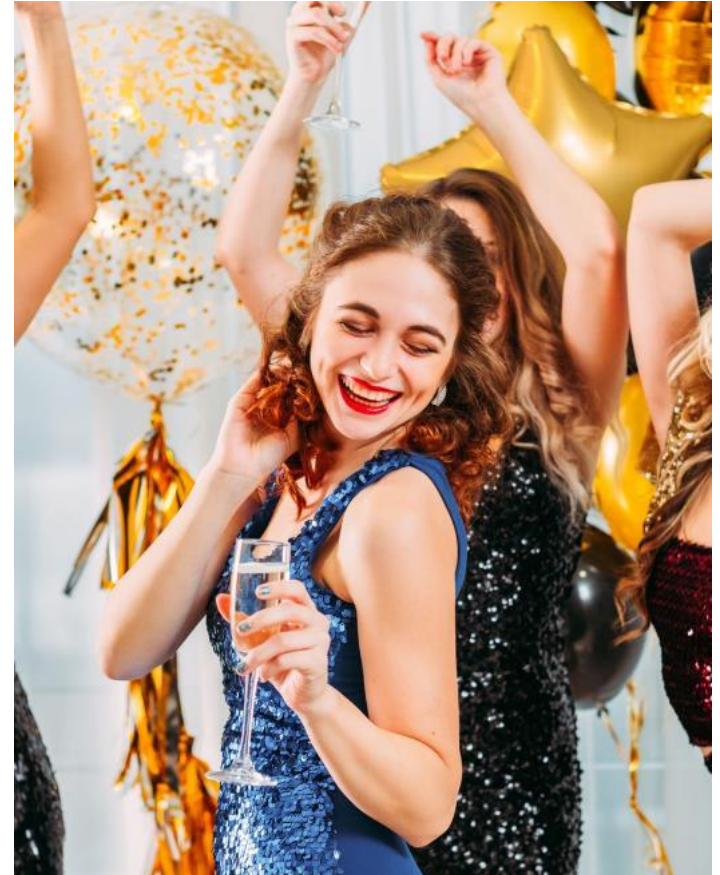
CHALLENGES

- ✦ TIME CONSUMING
- ✦ BUSINESSES SUFFERING IMMEDIATELY AFTER PANDEMIC SHUT-DOWN
- ✦ FINDING VOLUNTEERS
- ✦ SECURING ITEMS
- ✦ RELIEVE OVER-BURDENED STAFF
- ✦ STOP THE LAST-MINUTE SCRAMBLE

NEW APPROACH NEEDED...

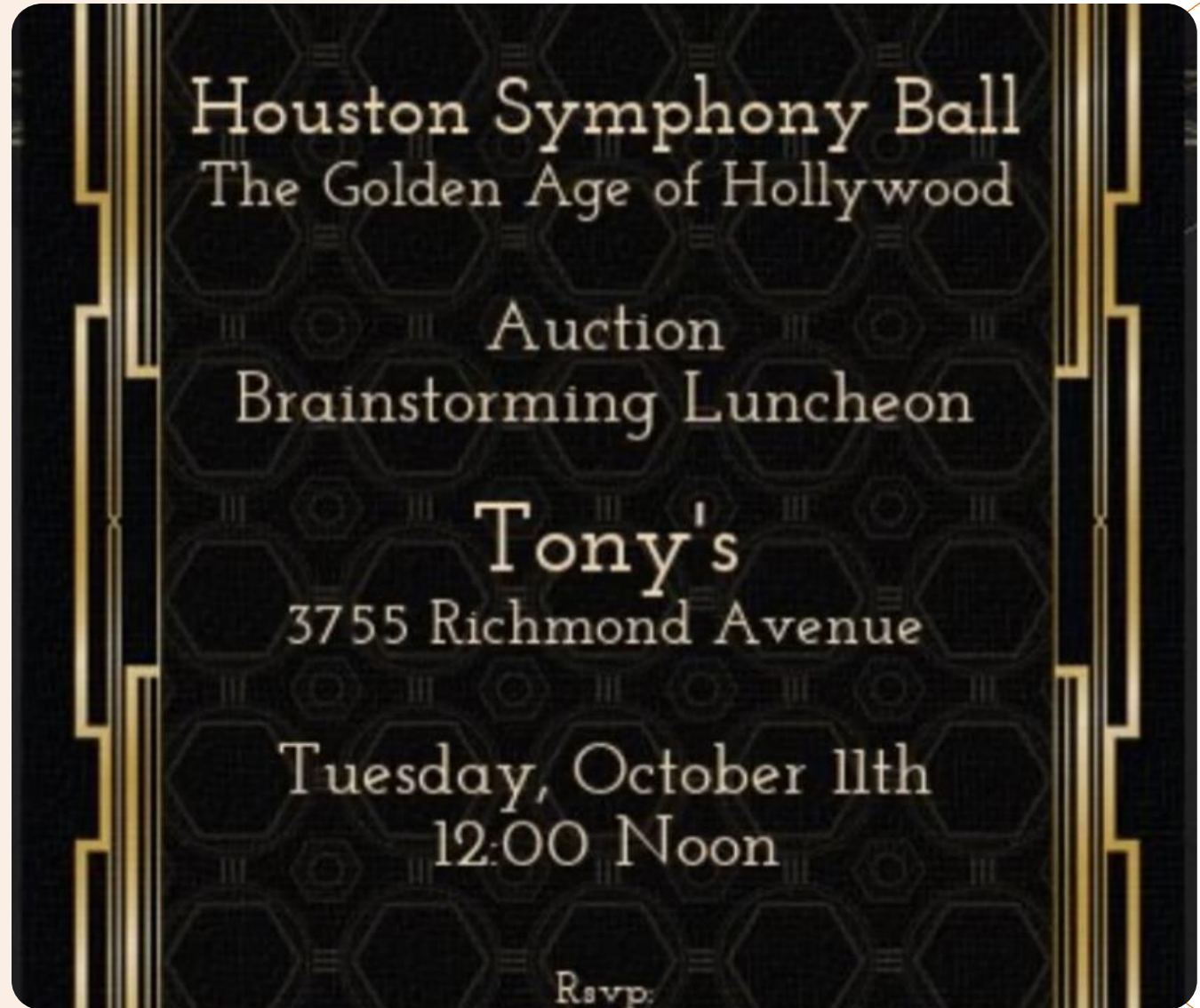


INFLUENCERS!

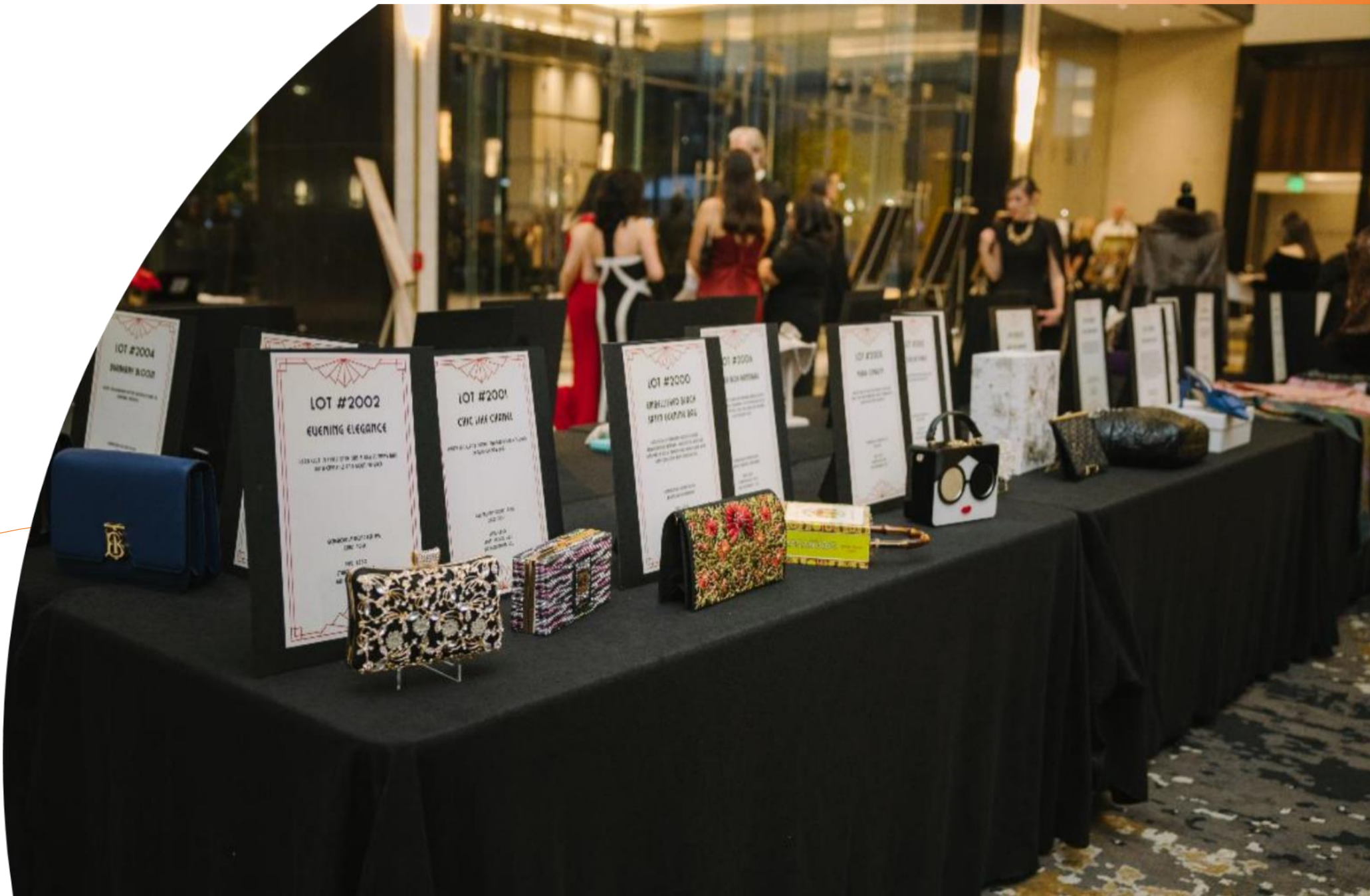


BRAINSTORMING LUNCHEONS

- Co-Chairs for a month
- 2-to-4 Co-Chairs
- Various locations across town









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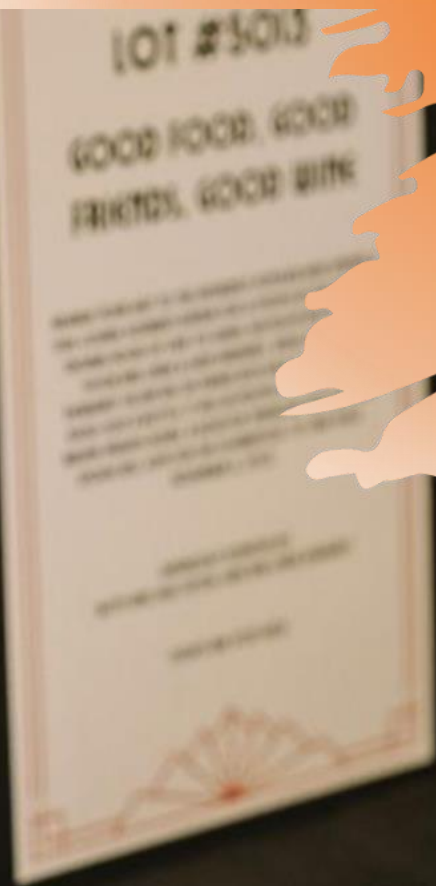
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LOT #5014 DATE NIGHT FOR A YEAR

"DATE NIGHT FOR A YEAR" WITH MOET HENNESSEY'S VEUVE CLICQUOT "LA GRANDE DAME" BRUT A TOTAL EXPERIENCE ALL YEAR LONG--BIRTHDAY, ANNIVERSARY, VALENTINE'S DAY, OR A GREAT DATE NIGHT ONCE A MONTH, YOU HAVE IT ALL SET! YOU WILL ALSO HAVE ACCESS TO VIP SERVICES FOR PREFERRED RESERVATION TIMES AND TABLES. DINNER FOR 2 EACH MONTH AND MOET HENNESSEY HAS PROVIDED 1 BOTTLE OF VEUVE CLICQUOT "LA GRANDE DAME" FOR EACH DATE NIGHT SCHEDULED.

GENEROUSLY DONATED BY:
STEAK 48

FNU: \$10,140
STARTING BID: \$3,549
BID INCREMENT: \$250



And... then sold to the highest bidder!



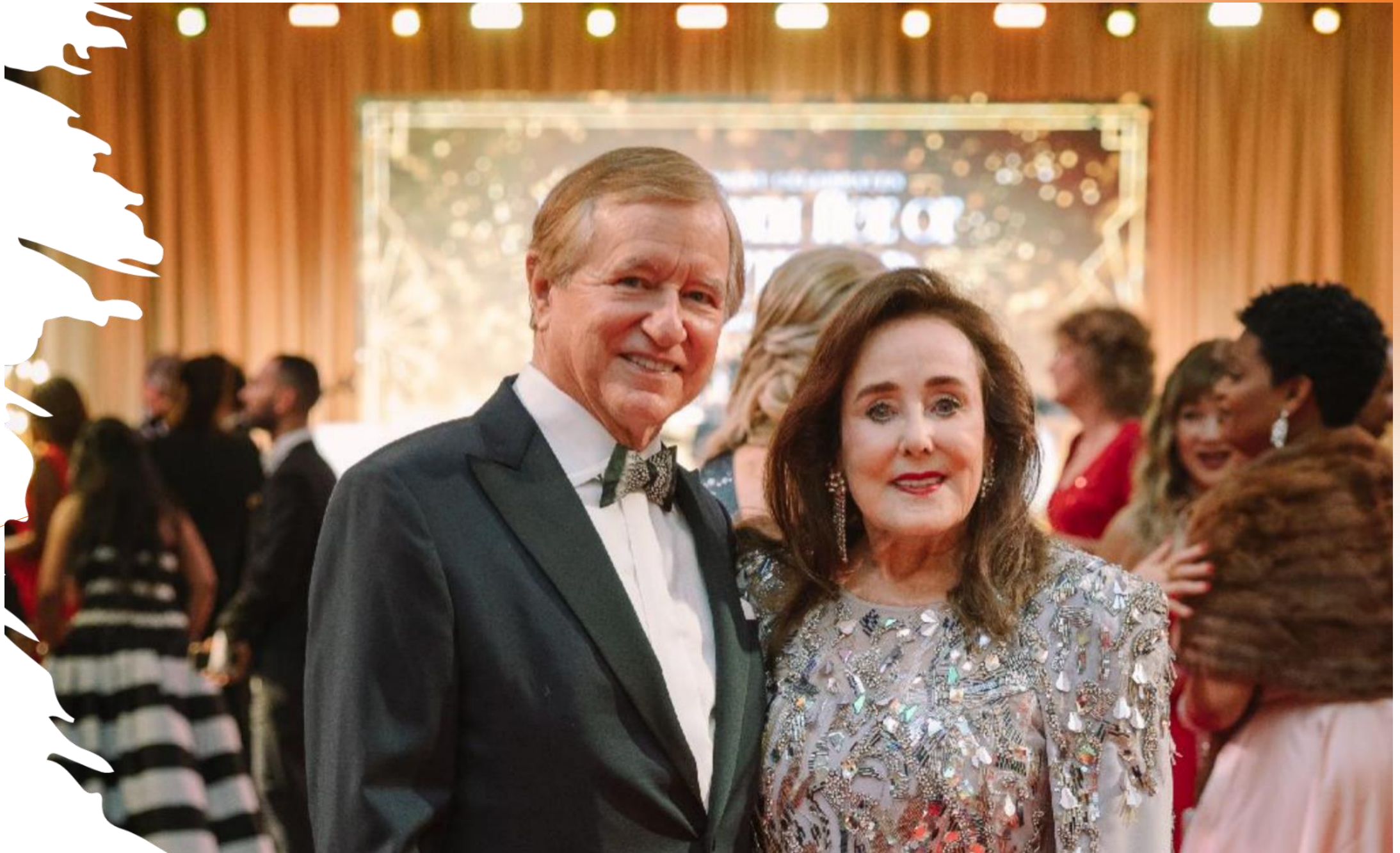
FINANCIALS

GOAL	REVENUE	EXPENSES	NET REVENUE
\$150,000	\$202,470	\$3,670	\$198,800

IN-KIND CONTRIBUTIONS

Luncheons: \$8,000

Auction Catalog: \$3,780



TIMELINE

- ✦ Re-invention of Auctions years in formation in Chairwoman's brain
- ✦ With event in January most, if not all must be complete before holidays
- ✦ Month 1: Auction Chair secures:
 - 👍 Co-Chairs for each of 4 months
 - 👍 Underwriting for luncheons
 - 👍 Invitation chair and 2-4 co-chairs for each of 4 months
 - 👍 Organizes brainstorming/demonstration luncheon
- ✦ Month 2-5: Co-chairs host sponsored brainstorming luncheons for 35-40 committee members
- ✦ Month 6-7: Volunteer committee tasks complete. Chair assists thank you notes while staff finalizes auction catalog
- ✦ Month 8: Staff organizes auction display, payments & IRS receipts

VOLUNTEER REQUIREMENTS

- ✦ Chair underwrote luncheons and with Symphony staff's help selected invitation chair and co-chairs
- ✦ 2-4 - Volunteer Co-chairs for each of 4 months – totaling 15
- ✦ 200+ Volunteers, including musicians & Board members participated
- ✦ Invitation Chair and 2 staff members kept data bases of volunteers & auction items ensuring collection, storing, photographing, etc...
- ✦ Musicians and Board Members donated auction item







REINVENTING THE STRUCTURE OF 2023 HOUSTON SYMPHONY BALL auction



THANK YOU!