



Parties of Note 2022 Annual Fundraiser

Madison Symphony Orchestra League
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Madison, WI 53703
madisonsymphony.org/msol

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Project Description

Each year since 2006, the Madison Symphony Orchestra League has planned a series of themed gatherings called **Parties of Note**. Designed to appeal to a wide variety of interests and tastes, these parties feature well-known hosts, behind-the-scenes venues, outdoor adventures, musical entertainment, and more. All parties include refreshments and offer the camaraderie of other music enthusiasts.

Our 2022 Parties of Note “itinerary” offered experiences as diverse as garden visits and prairie restoration tours, a backstage tour of our magnificent concert organ, as well as fused glass and chocolate-making demonstrations. We’ve learned that parties planned around learning experiences or the urge to discover/explore have been among our most successful, and we often find ourselves repeating them.

Project Objectives

- To attract individuals who have limited association with the Madison Symphony Orchestra (and sometimes none at all!) and expand our outreach into the community.
- To offer a benefit to MSOL members who receive early access to registration. Since each party has a limited number of guests and many fill quickly, this has become a much-valued benefit. We welcome many new members and see a flurry of membership renewals from those wishing to take advantage of advance registration.
- To raise funds toward the League’s annual commitment of \$100,000 in support of the orchestra’s nationally recognized education and community outreach programs.
- To actively involve League members in the fun of planning and implementing the parties!



Project Timeline

- September 2021: Planning committee begins biweekly Zoom meetings to brainstorm ideas for parties.
- September-late November: Designated party liaisons confirm venues, dates, sponsors/hosts, presenters.
- Early December: Liaisons submit brief narrative descriptions of the fifteen different parties to be offered throughout 2022, with dates, times, locations, menus, and the names of the hosts/sponsors for each party.
- Late December-early January 2022: Copy submitted by liaisons is compiled, proofread, and sent to printers.
- Late January: Our signature brochure, *Passport to Parties of Note 2022*, begins arriving in mailboxes.
- February 28: Early online registration for MSOL members opens, one week before the registration site is activated for nonmembers.
- April 6: A year of fun begins with our first party, “Behind the Scenes at NBC15,” featuring a tour of a local broadcasting studio with the station’s news anchors and staff.



The Bottom Line

The hosts and sponsors of our Parties of Note are expected to cover all of the expenses associated with their events, e.g., food, beverages, party supplies, musical performance fees, etc. (all tax-deductible as in-kind donations). Thanks to the extraordinary generosity of these individuals, virtually all of the proceeds from ticket sales can be directed toward the League’s annual \$100,000 commitment to the MSO. **In calendar year 2022, our net revenue totaled \$23,565, with 13 of our 15 parties fully subscribed.**



Contributors to the Project’s Success

- **15** dedicated and creative volunteer committee members
- **3** MSO staff members who donated their time and talent in support of the MSOL’s party planning efforts
- **62** incredibly generous party hosts/sponsors
- The party liaisons who attended to a myriad of important tasks before, during, and after the events