

## **Midwinter Managers Meeting—Executive Directors, Groups 3-4** **Agenda**

*All times below are Eastern. Agenda subject to change.*

**Constituent Liaison:** Caen Thomason-Redus, Vice President, Inclusion and Learning  
[caentr@americanorchestras.org](mailto:caentr@americanorchestras.org)

### **Monday, January 26, 2026**

**12:30pm-3:30pm    Executive Directors, Groups 3-4 Constituency Meeting**

**12:30pm-1:30pm    Welcome and Member Updates**

**1:30pm-2:00pm    League Strategic Priorities 2026-2029**

The League is updating its Strategic Framework and is seeking our feedback to ensure it delivers the strongest possible member value. Materials will be provided in advance.

**2:00pm-3:00pm    Thriving Amidst Changes in Individual Giving**

In the general session, we will hear from Laura about major shifts in generational individual giving and its implications for orchestras. But first, Laura will spend some time with us to discuss how, even with limited staff capacity, Groups 3-4 orchestras can best leverage changes in individual giving, including changing tax incentives for charitable giving, and identify which opportunities and trends may be most impactful for medium-budget nonprofits.

*Speaker: Laura MacDonald, President and Founder, Benefactor Group*

**3:00pm-3:30pm    Debrief**

**3:30pm-4:00pm    Break**

**4:00pm-5:00pm    General Session**

**Fundraising for What's Next: Preparing for the Great Wealth Transfer with Laura MacDonald, Benefactor Group**

Nearly \$124 trillion will transfer across generations by 2048—an unprecedented shift with profound implications for philanthropy. In this session, Laura will examine how donor behaviors evolve across generations and how orchestras can position themselves for long-term resilience. She will discuss ways to turn this research into

adaptive approaches that deepen donor engagement and support lasting mission impact.

*Speaker: Laura MacDonald, President and Founder, Benefactor Group*

**Tuesday, January 27, 2026**

**10:00am-4:00pm     Executive Directors, Groups 3-4 Constituency Meetings**

**10:00am-11:00am     Donor Engagement that Grows Revenue**

With the need for contributed revenues to be an ever-increasing component of our business model, the importance of high-level donor engagement and stewardship has never been greater. How do donors enjoy access to our art and our artists? What experiences and events lead to increased engagement and support? What messaging is effective? And how do benefits play a role in increasing engagement? Learn about and share best practices in this practical session of table discussions, followed by group discussion.

**11:00am-12:00pm     Report Out and Group Discussion**

**12:00-1:00pm     Lunch**

**1:00pm-2:00pm     New Initiatives that Grow Revenue**

What new initiatives do you have, current or recent, that were intended to grow revenue? Did they, and if so, how? If they didn't, why not? Are you experimenting with adjustments or do you have thoughts about how to do it differently next time? Let's learn from each other's successes *and* failures through table discussions and full group discussion.

**2:00pm-3:00pm     Report Out and Group Discussion**

**3:00pm-3:10pm     Break**

**3:10pm-4:00pm     Looking Ahead**

We'll close our time together by highlighting any key learnings, prioritizing topics for Spring and Summer, and reviewing our upcoming officer election process (Group 3).

***Generous support for the League's Midwinter Managers Meeting  
provided by:***

*Boomerang Carnets / CIB*  
*Classical Movements*  
*Double Eagle*  
*Notation AI*  
*Sametz Blackstone Associates*  
*Stages Consultant*

**Notice:** It is important to keep in mind antitrust rules governing competition that apply to this group discussion. While the agenda for this group includes discussion of a variety of issues that are crucial to orchestras' planning and strategies, the goal is not to agree on a single approach to these issues. With the benefit of analysis and discussion, each orchestra will be able to decide independently what course of action is best for its own organization. We ask you to avoid comments that relate to your orchestra's current or future plans for *ticket or event pricing (actual ticket prices, discount amounts)*, *bargaining (including collective bargaining agreements or with vendors)*, or *compensation*.