

HOUSTON
SYMPHONY | LEAGUE

Driving Revenue through Redefining Membership Dues



Strategy for More Funds through Dues

Study to analyze what the other arts support groups and non-profits were charging for dues

- The study showed that the Houston Symphony League dues were inline with other arts support groups and non-profits
- Raising the dues would cause many of our volunteers to leave the organization
- More creativity was needed

Incentives Creation Plan

The process

- Looked at the incentives the Houston Symphony offered
- Placed some of those into a draft for the dues level buckets
- We added those that are unique to the Houston Symphony League
- Reviewed with the Houston Symphony staff to ensure non-competition

Membership Dues Incentives Plan

Three changes to incentivize memberships at a higher level

- Add benefits to the higher levels
- Add a higher level to stretch the dues upward
- Change the membership level titles to sound more musical

Membership Dues

BEFORE PROJECT

- \$100 Basic
- \$250 Benefactor
- \$500 Sponsor
- \$1000 Sustainer

WITH PROJECT

- \$100 Basic
- \$250 Concerto Circle
- \$500 Sonata Circle
- \$1000 Fanfare Circle
- \$2000 Symphony Circle

Houston Symphony League Membership Benefits

Member \$100

(Member Benefits):

- Invitations to two exclusive parties at no cost: Holiday Party and Spring Membership Event
- Invitations to all League events
- Invitations to volunteer at events for the Symphony
- Membership voting privileges
- eCounterpoint – the Official Newsletter for the Houston Symphony League
- Member Yearbook

Concerto Circle \$250

(Single/Couple) (All Member Benefits plus):

- Two complimentary drink tickets at a performance
- Name highlighted in Yearbook
- Special mention in eCounterpoint

Sonata Circle \$500

(Single/Couple) (All Member Benefits plus):

- Invitation for two people to a private rehearsal with pre-rehearsal lecture
- Two complimentary drink tickets at a performance
- Name highlighted in Yearbook
- Special mention in eCounterpoint

Fanfare Circle \$1,000

(Single/Couple) (All Member Benefits plus):

- Invitation for two people to two private rehearsals with a pre-rehearsal lecture
- Two complimentary drink tickets at a performance
- Invitation to an Artist Meet and Greet following a concert
- Table service of special Champagne at the HSL ICON event (limit 2 bottles)
- Name highlighted in Yearbook
- Special mention in eCounterpoint

Symphony Circle \$2,000

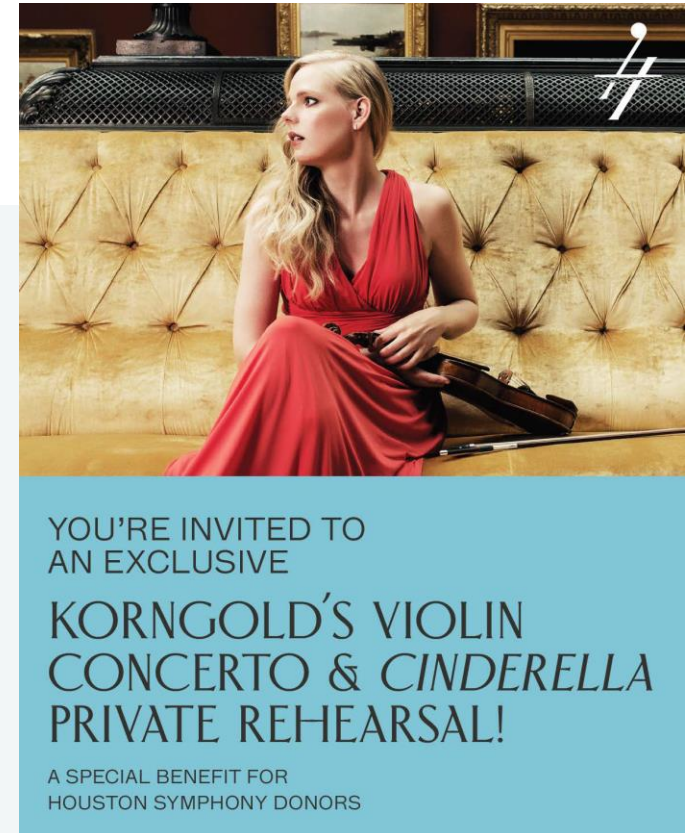
(Single/Couple) (All Member Benefits plus):

- Invitation for two people to three private rehearsals with pre-rehearsal lecture
- Two complimentary drink tickets at a performance
- Invitation to a “Meet the Orchestra” musicians event
- One-time pass to Greenroom
- Listing in the InTune Program
- Table service of special Champagne at the HSL ICON event (limit 2 bottles)
- Baccarat Crystal Lucky Butterfly
- Name highlighted in Yearbook
- Special mention in eCounterpoint

Houston Symphony League Membership Benefits

Go to *houstonsymphonyleague.com* and look for the Membership tab at the top of the Home page.

Houston Symphony League Membership Benefit Gift Examples



Membership Dues Level Increases

The highest dues levels saw the biggest increases from the previous year

- Concerto Circle \$250 = increase of 28%
- Sonata Circle \$500 = increase of 75%
- Fanfare Circle \$1,000 = increase of 90%
- Symphony Circle \$2,000 = increase of 100%

Membership Dues Level Increases

Higher dues levels over time

- 2023-2024 = 30 higher levels
- **2024-2025 (project year) = 50 higher levels**
 - Resulted in \$14,250 extra funds over the previous year