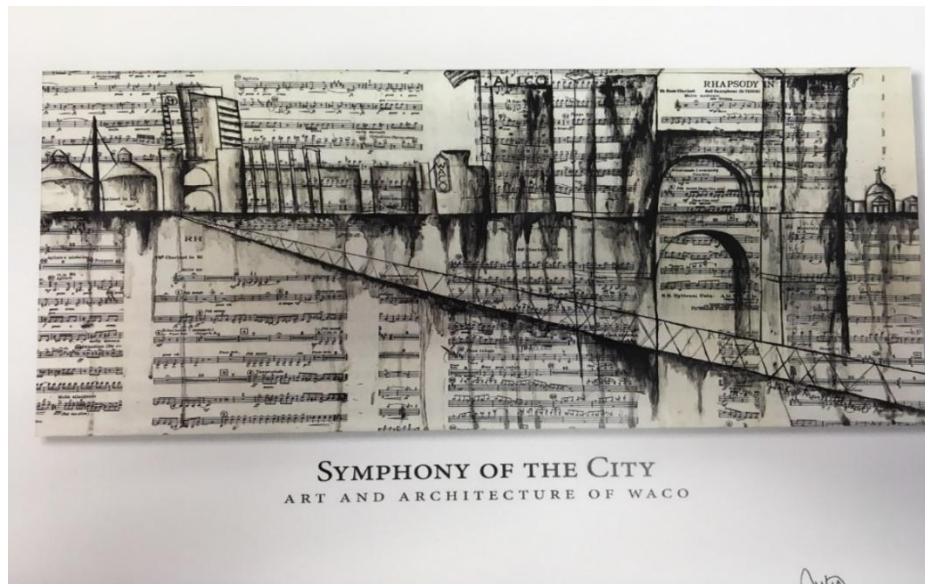


CHANGE MANAGEMENT AND THE FUNDRAISING EXPERIENCE



CHANGE MANAGEMENT GOALS

- To establish a new event that would create excitement in the community and produce revenue to benefit the Waco Symphony Orchestra.
- To ensure that replacing a long-standing fundraiser did not create issues with our veteran symphony patrons and sponsors.
- To define the change would create interest and bring in new participants to a symphony event.
- To confirm implementing a new event would be productive and not simply changing for the sake of change.

CHANGING THE FUNDRAISING EXPERIENCE

- Start with what you know.
- Find examples of other events and incorporate elements in your new project.
- Take big ideas and make them scalable to your needs.
- Don't just think outside the box; "Be the Box."
- The most unexpected resources usually bear the most fruit.
- Committee members should come from a broad variety of backgrounds.
- Break down the work into small manageable tasks.

THE DREADED MEETING-HOW TO MAKE IT PRODUCTIVE

- Critical questions to ask:
 - "Can the issues at hand be resolved by another means?"
 - "Is a meeting required?"
 - "Do I have the right people in the room?"
 - "What needs to be accomplished in this meeting?"
- The most critical element: RESPECT PEOPLE'S TIME!
- Pre-Read, Meeting Agendas, Reasonable notice are necessary to ensure meetings are efficient and productive.

- Follow up: timelines and person responsible are critical to keep the things moving forward.
- Utilize software and other tools to ensure communication is efficient and effective.

PROJECT DEVELOPMENT-A NEW FUNDRAISER IS BORN

- The primary goal was to develop a fundraiser that was not the standard “go to” fundraising event that had been seen before or was currently being utilized by other groups in Waco.
- Brainstorming sessions were held (about three) and ideas from past Council events and elements from other fundraisers (both in and outside of Waco) were utilized in the development of Symphony of the City, “A Love Song to Waco”
- The creation of a Google document for planning, along with updates for follow up work, kept meetings minimal and productive. The entire committee had access to the document which was critical to the creation and planning of the event.
- Emails, group texting and phone calls were key tools in keeping the planning moving forward.

THE FINISHED PRODUCT: “SYMPHONY OF THE CITY, A LOVE SONG TO WACO” (SOC)

- A progressive cocktail party was held on a Saturday night featuring three beautiful homes in Waco.
- Each home was uniquely themed with coordinating food, music and wine.
- Themes for the homes: Spanish, Italian, and Americana.
- Charter buses were utilized to transport guests to each home for a 45-minute party
- At the end of the night the entire group came together at one of the homes for a dessert party with an art auction. An art raffle was held during the evening at the Americana home.

FINANCIAL GOALS AND RESULTS

- Initial goal: Net \$15,000-\$18,000 based on past the previous fundraiser.
- Actual Results and Proceeds: Gross: \$35,610; Expenses: \$13,430; **Net income: \$22,180.**

TIMELINE:

- One year of planning and development was initiated January of 2017
- Fundraiser held on February 9, 2018

VOLUNTEER REQUIREMENTS

- Primary Development included a Planning Committee (WSC President, President Elect, VP Membership, VP Fundraising, Event Chairman, and PR Chairman).
- Volunteers: Bus Captains, Home Hosts, Execution included Planning Committee plus two other WSC board members who created bid sheets and stuffed gift bags, five home docents, two golf cart drivers, three bus captains.

IMPACT ON THE COMMUNITY

SOC created a lot of excitement in the community and received both print and television news coverage and exposure on Social Media.

SUGGESTED IMPROVEMENTS

No need for gift bags., Some on the committee would like to streamline travel and increase food options. Break work down into manageable tasks.

For more information contact Melissa Boss (Melissawboss@gmail.com) or Paula Floeck (“Fleck”) at stocksail@yahoo.com