

LA PORTE COUNTY SYMPHONY ORCHESTRA FUND DEVELOPMENT COMMITTEE REPORT OF 5/3/07

Mission	To help assure that the season's concerts are adequately funded and the orchestra's long term financial viability is being addressed.
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ANALYSIS OF THE CURRENT SITUATION

STRENGTHS	WEAKNESSES
<ol style="list-style-type: none"> 1. Organized, structured. Calendar helpful. 2. Prospect list created 3. Accuracy of donor records improved 4. Raised \$ 1,600 more than the previous year today in contributions, grants and grants in aid. 5. Staff support is in place 6. Several new first time donors 7. Physical presence in La Porte (Symphony Center and Gallery) 8. Friends of the Symphony flourishing 9. Board composition, development and role enhanced 	<ol style="list-style-type: none"> 1. Software is not a fund development program 2. Integration in the Michigan City area is weak 3. Prospect list needs updating and editing 4. Board participation in fund development is minimal 5. The Fund Development Committee needs more active members 6. Inadequate funding is currently available for the August 2007 "Arts in the Park" Concert in La Porte (\$1,000 pledged toward \$4,000 needed) 7. Difficulties with accounting systems has delayed completion of the 2008 budget by at least a month

OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. Refine and expand prospect list 2. Work collaboratively with Lubeznik Center 3. Stress La Porte County orientation 4. Capitalize on visitors to the Symphony Center and Gallery to reach new audiences and donors. 5. Educate members of the Board regarding their fund development role 6. Build the endowment 	<ol style="list-style-type: none"> 1. Overhead expenses of Symphony Center and Gallery will be difficult to fund.

KEY CONCLUSIONS REACHED AT THE MAY 3, 2007, MEETING

Members Present: Cheryl Ferguson, Joseph Goepfrich, Michael Drayton, Leigh Morris
Marcia Morris, President, was also present

Regular Season Concert Sponsorships	Month/Year	Concert	Proposed Budget	Recommended Sponsorship
	10/07	Children's Concert	\$21,435	\$14,000
	11/07	Pops Classique	\$22,110	\$10,000
	1/08	Community Festival	\$18,660	\$10,000
	2/08	Chamber	\$8,500	\$5,000
	3/08	Classic	\$26,635	\$13,000
	4/08	Pops	\$26,185	\$13,000
	Season	TOTAL	\$123,525	\$65,000
Special Concerts (Not Supported by the LCSO Budget)	8/07	Arts in the Park (La Porte)	\$4,000	\$4,000
	12/07	Holiday Pops	\$19,285	\$20,000
	7/08	Summer Concerts	\$7,225	\$7,225

Donor Recognition	All "named donor categories" are to be eliminated. Program listings and other forms of donor recognition will relate to the following levels of giving: \$10,000 and over; \$5,000 to \$9,999, \$3,000 to \$4,999, \$1,000 to \$2,999, \$500 to \$999, \$250 to \$499, \$100 to \$249; and Under \$100.
Membership and Tickets	Contributions and concert sponsorships will be considered separate from ticket sales and membership. Donors will be expected to also purchase tickets for concerts, although the Executive Director should have flexibility to provide single admission tickets to sponsors when it is deemed in the best interest of the orchestra to do so.
Solicitation	One master mailing should be sent to everyone on the Orchestra's prospect and membership lists during the first week of June 2007. This unified mailing will include four messages: <ul style="list-style-type: none"> • It will announce the 2007-2008 Season • It will encourage the purchase of season tickets • It will solicit contributions • It will solicit concert sponsors
Prospect/Mailing Lists	Joe Goepfrich reported that the re-entry of membership and donor information into the preferred data base is progressing, currently through the letter "M." It was agreed that efforts need to be concentrated on completing that task, editing the list and getting ready for the mailing to occur during the first week of June.
Special Events	Although the Committee is not responsible for special fund raising events, there was interest in supporting one or more such events. It was noted that a "Homes of Note" event had been proposed in 2006 and expenses were underwritten, but no chairperson could be identify so the idea has languished.

PROPOSED 2007 FUND DEVELOPMENT CALENDAR

Month	Targeted Objective
March	Next Year's Concert Season Identified
May	Budget Approved by Board of Directors Concert Sponsor Prospect List Developed and Solicitation Letter Developed Fund Development Mission Statement Developed
May	Requests Sent to Potential Concert Sponsors and Personal Solicitation Follow Up Scheduled
June	Sponsorship, Contribution Solicitation and Membership/Season Ticket Solicitation Mailed
July	Personal Contacts with Major Sponsor Prospects Concert Sponsorships Commitments Complete
August	Program Advertisements Committed
September	
October	Plans for Increasing Endowment Giving Formulated
November	
December	Plans for 2008 Fund Development Effort Formulated