

Association of Wisconsin Symphony Orchestra Workshop

April 24, 2015, Brookfield, WI

Brief Synopsis

Session 1 – Is a youth orchestra right for your community?

Panel discussion related to role of having a youth orchestra in your community. Youth orchestras allow for the home orchestra to engage the community in new and better ways. Youth orchestras are the future of this industry! Build up home orchestra audience through connections with: YO program, School Music Educators, Private Music Teachers, ALSO...Future music educators/music majors

Session 2 – Very Young Composers Project

Presenter: Robert Rosen, Executive Director, Very Young Composers of Central Wisconsin

Original music compositions by 4th & 5th graders. This program provides an interactive pathway for children to listen, explore and reveal the essence of their own voice through the creation of original music. Volunteer college student helpers notate the young students' compositions. They notate what the children compose. The compositions are performed. Some fully orchestrated and performed a variety of different ensembles, exactly the way the student composer imagined the song to be.

One student said about this program "My parents and I now listen to music differently than we used to." (they now know more about what goes into composing and notating music; and getting it to the performance level."

Session 3 – Orchestras Today: Honoring the past, composing the future

Presenter: Jesse Rosen, President and CEO, League of American Orchestras

1100 orchestras in the U.S. 14% more than 10 yrs ago. \$1.8 billion dollar industry. ~14% more than 10 yrs ago

Orchestras under \$250,000 annual budget comprise about 60% of all orchestras.

Impact of Technology – people now used to having everything customizable; orchestras are still saying "come here on this day at this time and you will see/hear what we do." (not very customizable)

Questions to think about – What are you doing to help the community??? Why do we exist? What's our unique contribution to the community?

Session 4 – From Bayfield to Milwaukee, Fundraising is the same

Who is raising the money for your orchestra? Board? Staff? Exec. Director? Volunteers? Conductor?

Fundraising is about relationships, which the Board should be building! Think of it like an iceberg. The top/small part is the 'ask' and the bottom/large part is the relationship building (done by the Board).

Donors should be thanked as soon as possible, for any/all \$ amounts. Donors at whatever level you determine, should be called and thanked (again, in a timely manner). At the very least, a personal 'thank you note' should be written on the formal thank you letter. There is a 40% increase in a donation the year after a phone call thank you is made!! 'Thank Yous' should be MORE personal, not less!