

MISSION
 Creating magical and memorable experiences through the power of symphonic music

Expand Fund Development efforts to meet current & future needs

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| <ol style="list-style-type: none"> 1. Develop and implement a strategic Fund Development Plan focusing on growing and diversifying revenue streams: <ul style="list-style-type: none"> -Increased Sponsorships/Partnerships -A New Signature Event -Expanding the "stands" program with "Take a Chair" -Promoting Legacy Giving -Increasing individual donations by focusing on electronic giving and other new formats (e.g. targeting affinity groups, etc.) | <ol style="list-style-type: none"> 1. Increase in revenue 2. Increase in # and type of donors |
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Marketing, Communications & Awareness

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| <ol style="list-style-type: none"> 1. Develop and implement a strategic marketing and communications plan to increase the awareness of the Symphony in the community <ul style="list-style-type: none"> -Implement events targeting Young Professional's including a VIP experience -Integrate communications initiatives; communicate to board -Update communication technologies (google docs, etc.) -Promote the "buzz" about the after glow | <ol style="list-style-type: none"> 1. # reached 2. Increase in efficiency 3. Increase in awareness |
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Extraordinary Musical Experience

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| <ol style="list-style-type: none"> 1. Develop initiatives to enhance musician retention 2. Expand Audience development efforts (e.g. NPR) 3. Increase number of concerts (including matinee format) 4. Add on an educational component for concerts for new listeners 5. Incorporate "Meet and Greets" with the Orchestra | <ol style="list-style-type: none"> 1. Increase in musician retention 2. Increase in # of concerts 3. # and diversity of new audience members 4. Increase in engagement |
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