

DELAWARE SYMPHONY ORCHESTRA
DEVELOPMENT COMMITTEE MEETING MINUTES/REPORT

November 20, 2017
Bob Stoddard, Chairman

The Development Committee met at noon on November 16 in the office. Present were Charles Babcock, Alan Jordan, Kristin Peterson and Bob Stoddard with Brian Kelley and Tess Pietrucci on the phone.

Annual Funds Update:

- An annual appeal letter from David Amado will be mailed next week to the Clef Notes mailing list plus all our subscribers, single ticket buyers and former subscribers back to 2010 - 5,200+ letters in all.
- Program Ads: Income from ads is up to \$5,150 as compared to \$1,400 last year at this time, a 267% increase!
- Corporations & Businesses: Efforts are being made to find corporate donors in Sussex County to sponsor a second concert in Lewes that will cost \$42,000.
- Foundations: Kristin has submitted capital grant requests to Creslea, Crystal and Marmot. An annual gift request has been sent to Presser. A \$4,500 grant has come in from the Daniel Rose Paikin Foundation for drums for the youth drumming program. Funds are still needed for program instructor.

One-Twelve Fund Drive: Bob will give an updated progress report at the Board meeting. The Development report at the meeting will include some anecdotal sharing of promising visit asks with two DSO donors/subscribers made by Charlie and Bob and by Jeff Ruben and Kristin. Jim Ellison will also be asked to share his progress in getting us to top executives at Christiana Care. Bob will also present a brief reminder on The Art of Asking.

Delaware Donors to the Arts: Bob has prepared a list of some 180 local donors of \$1,000 to \$100,000+ to any of four local major performing arts organizations. Alan will cull the list and remove those names on our current prospects list. The remaining names will be added to our prospect list from which our askers can select additional prospects to call upon.

Banks & Financial Institutions: Bob has also made a list of 14 banks and financial groups that do business in Delaware. He, Alan, and Kristin will be meeting on Monday with Jennifer Golek to strategize on how we might approach them in a systematic way.

Corporations of Local Interest: Bob has created and culled a list of corporations from the News Journal daily list of Stocks of Local Interest, so we can make sure we are not overlooking any good corporate prospects.

Budget Status Report: Alan presented his updated one-page budget summary that showed \$82,612 of New and Increased Revenue Sources raised to date and \$219,537 Expense Savings/Budget Cuts to date which means the amount still needed to break even in 2017-2018 has been narrowed to \$197,851.

Respectfully submitted: Bob Stoddard, Chair, Development Committee