

DELAWARE SYMPHONY ORCHESTRA
DEVELOPMENT COMMITTEE REPORT
December 12, 2017- Bob Stoddard, Chairman

The Development Committee met at 3:00 on December 12 in the DSO conference room. Present were Charles Babcock, Alan Jordan, Kristin Peterson, Bob Stoddard, and Tess Pietrucci by phone.

Annual Funds Update:

- Annual gift income in November 2017 was \$20,999 compared to \$27,261 in November 2016. 5,200+ annual appeal letters mailed after Thanksgiving to subscribers, single ticket buyers, and former subscribers back to 2010 has since yielded 37 gifts totaling \$34,547 for an average gift of \$934.
- The Dover Chamber concert to benefit the Schwartz Theater is fully funded, thanks to a \$5,000 gift from Kent County.

Foundations:

- A \$40,000 matching grant request has been submitted to the Jessie Ball du Pont Fund to support two concerts in Lewes in 2018-2019. Downstate donors would need to raise \$1.00 for every \$2.00 of the grant.

Planned Giving:

- At Tess' request, Carol Kroch, an estate planning expert at Wilmington Trust, has offered to do an estate planning presentation to a group of DSO planned giving prospects. We must now identify the prospects and determine an appropriate time and setting for the event.

Banks & Finance

- Bob is asking Jennifer Golek, Tess, and David Plaza to strategize on how we might gain support from banks and financial organizations that do business in Delaware.

Corporations:

- The DSO Brass Quintet noontime concert in the atrium in the new CSC headquarters building was well received by an appreciative audience of 100+ employees. CEO Rod Ward III attended and expressed his pleasure at the event as did the enthusiastic onlookers, most in their 20s and 30s.
- Bob cited the need for more referrals to top executives in major Delaware corporations.

One-Twelve Fund Drive:

- To streamline reporting, Fund Drive solicitors are now to communicate activities directly to Kristin or Alan so they can enter that information into our master spreadsheet. This will relieve directors from having to do monthly counts or maintain their own spreadsheets. It will also make for consistent reporting and save the staff from having to follow up on solicitations and commitments.
- To date, the Fund Drive has raised 19 new gifts totaling \$98,787. Outstanding asks to 9 prospects total \$201,000.

Board Development Report:

- Bob will ask Elena Norman and Kristin to join him in sharing anecdotal stories about asking and cultivation donors.
- Bob will ask board members how he and the staff can be helpful to them in the Drive.

Next Meeting: Wednesday, January 17 at 12:00 noon in the DSO conference room

Respectfully submitted: Bob Stoddard, Chair, Development Committee