

DELAWARE SYMPHONY ORCHESTRA  
DEVELOPMENT COMMITTEE REPORT

March 22, 2018 - Bob Stoddard, Chair

The Development Committee met at 4:00 p.m. on March 22 in the DSO conference room. Present were Charles Babcock, Alan Jordan, Dave Kubacki, Kristin Peterson and Bob Stoddard with Tess Pietrucci and Brian Kelley by phone.

1. Updates:
  - Kristin reported that on March 26 Carol Kroch will update the Board on the new tax laws regarding philanthropy and give a presentation on philanthropic giving in estate planning.
  - Alan reported that recent gifts and a \$50,000 challenge from a major donor plus previous cost reduction narrows the amount still to be raised to close our projected 2017-2018 deficit to \$69,273.
2. Quick Board Survey: Bob surveyed Board members and found that, while only a few recognized only a few of the 208 names on the 'Delawareans who give to the arts but not the DSO' list, several members have brought over 60 friends to concerts this year.
3. Year-end Challenge Gift:
  - A major donor has issued a \$50,000 challenge if we raise another \$75,000 by June 30. Counting this challenge, we have so far accounted for 74% of the new money we need to end the year even.
  - Bob will present a One Twelve Challenge Share plan to the Board.
4. DSC Initiative: Counting those new people being invited to the March 23 concert, Bob knows of more than 60 friends of Board members who will have attended concerts this season. Another group of new folks will attend the May 18 concert.
5. Reoccurring Gifts: Our new ticketing program, Patron Tickets, should allow for donors to make reoccurring monthly gifts by credit card. Once this is in operation, we can then encourage donors to increase their gifts and pay monthly.
6. 2018-2019 Season Kickoff Event: A new special events subcommittee will begin planning a special event in late August or early September for former Board members and donors to reintroduce them to the DSO and encourage them to renew their attendance and support.
7. "DSC Initiative:" In light of the success the "Dutch-treat Dinner & Concert" initiative he and Charlie organized, Bob has written up the step-by-step "How To" guide for other Board members who might want to organize similar groups. He will also suggest to the Board a less intense effort that will focus on bringing guests to concerts.
8. Next Meeting: Tuesday, April 17 at 4:00 p.m. in the DSO conference room.

Respectfully submitted: Bob Stoddard, Chairman