

DELAWARE SYMPHONY ORCHESTRA
DEVELOPMENT COMMITTEE REPORT
September 19, 2018 - Bob Stoddard, Chair

The Development Committee met at 4:00 p.m. on September 19 at the DuPont Country Club. Present were: David Kubacki, Alan Jordan, Kristin Peterson, Bob Stoddard, Charles Babcock, and Patricia Zaharko.

1. Brantwyn Celebration Report – Patricia Zaharko and her hardworking committee members met with Alan, Kristin, Charlie and Bob to evaluate the event. 900 invitations were mailed. 50 people plus four staff attended. \$6,800 in revenue minus \$4,500 in expenses produced a net income of \$2,300 for the DSO. In addition, another \$885 in gifts and \$1,700 in wine were donated. This first special event in several years resulted in an updated data base and reinvolvement of several former donors and patrons, some of whom have since renewed their subscription. It was a good learning experience that will help in planning future such events. Patricia and the other members of her “posse” were thanked and commended for all their effort on behalf of the Symphony.
2. Program Ads – Kristin Peterson. Program ads appear to be on track with last season. Board members will be asked to solicit three new or renewed ads this fall.
3. One-Twelve Fund Drive – Charlie Babcock reported that the Drive met the \$50,000 Copeland Challenge and raised a record total of \$270,416 in new money. This enabled the DSO to break even in 2017-2018, a seldom accomplished goal of symphonies of any size. This is cause for celebration!
4. One-Thirteen Fund Drive –
 - Bob Stoddard drove home the point that we must do equally well this season if we are going to keep the DSO alive and financially healthy. The committee agreed to recommend to the Board a new annual goal of \$240,000 in renewed and new gifts. This total would NOT include any major challenge grant.
 - Board members will be given the new 2018-2019 sponsorship “menu” and asked again to solicit gifts. Refresher materials will also be given out but training will be provided only for new Board members. Gifts may be reported to Kristin by phone or email. No report forms will be required.
5. Annual Fund Assessment – Alan Jordan shared information on fund raising firm, Robert Swaney Consulting, Inc. and presented a synopsis of the firm’s proposal to conduct an Annual Fund Assessment for the DSO for \$10,000 plus \$3,000 in expenses. The proposal was discussed and deemed worth implementing. The work would take 12 to 15 weeks and be concluded in early 2019.
6. Next Meeting: To be determined later

Respectfully submitted: Bob Stoddard, Chairman