

**PMA** Patton McDowell  
& Associates, LLC

**Fund Development Counsel  
& Organizational Strategy  
to elevate your cause.**

# Finding the Next Generation of Volunteers

Southeastern Orchestra Volunteer Association

October 21, 2011

## Objectives

- Discuss five keys to volunteer/board engagement
- Provide helpful examples from other associations
- Describe what each person can bring back to their own associations
- Questions and discussion

## Key #1: Volunteer Assessment

- Articulate your organization's purpose and future
- Assist the organization to achieve its vision
- Set realistic, achievable and measurable goals
- Align the volunteer association's strategic plan with that of the orchestra's

## Example: LA Philharmonic Affiliates

- Strategic Planning Process-Areas of Focus
  - Direction of organization in 3-5 years
  - Actions to reach vision
    - Embracing Technology
    - Audience Development
    - Fundraising
    - Community Outreach
    - Expanded relationship with symphony
    - Membership Growth
    - Future Structure of Affiliate

## Key #2: Volunteer Identification and Recruitment

- Finding new volunteers
- Assess volunteer/board structure
- Become strategic about volunteer recruitment
  - Target young professionals, men, student volunteers, etc.
- Build a framework for success

## Example: Chicago Symphony Orchestra

- Five volunteer groups to cater to various individuals
  - **League**-300 members who support fundraising/social events
  - **Women's Board**-Engaging women leaders in advocacy and fundraising
  - **Overture Council**-Young professionals group
  - **Governing Members**-Business, cultural and civic leaders who serve as advocates for orchestra
  - **Auxiliary Volunteers**-Administrative support for orchestra

## Key #3: Effective Orientation

- Set proper expectations for volunteers
- Analyze the organization's structure
- Recruit and orient effectively
- Three keys to a high performing volunteer group
  1. Organizational Purpose
  2. Individual Focus
  3. Cohesive Groups

## Key #4: Organized leadership

- Managing volunteer-staff relationship
- Steward your volunteers
- Tracking volunteer hours and work

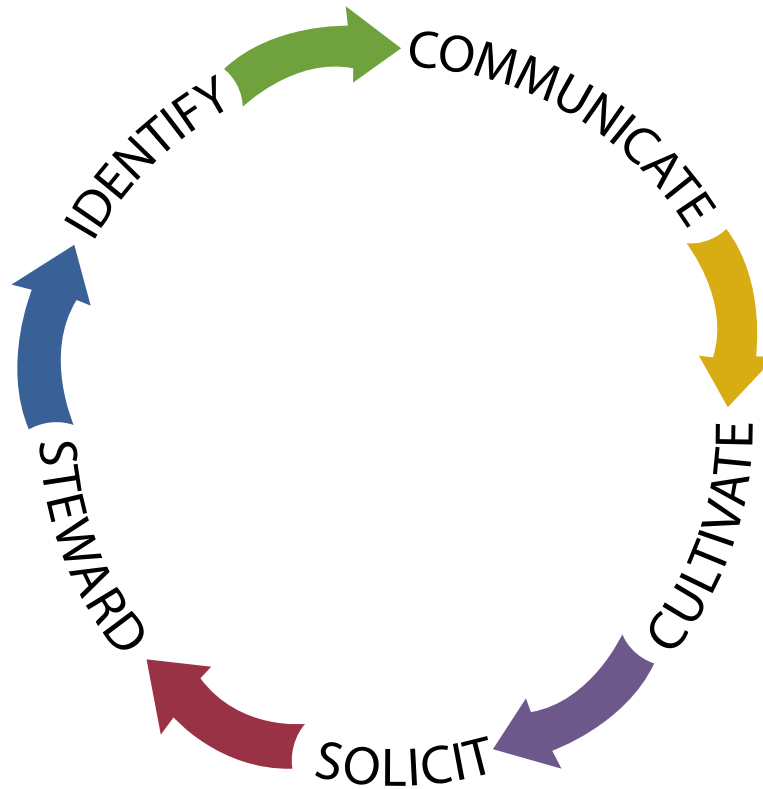
## Example: Boston Symphony Association

- Volunteer Recognition Program
  - Two special awards for volunteer service
    - Honoring those who embody what it means to be a volunteer
    - Volunteers nominate other volunteers for the awards

## Key #5: Efficient and Effective Fundraising

- Identify targets
- Communicate your message
- Cultivate stakeholders
- Solicit participation
- Be a good steward

# Development Cycle



## Example: Atlanta Symphony Associates

- Creative fundraising
  - Raise more than \$1 million annually for the symphony
  - Project examples:
    - Decorators' Show House
    - Atlanta Symphony Ball
    - Annual Fund Campaign
    - Cookbook sales

# Questions & Discussion