



"A Major" Chat

featuring the Young Musician Students!

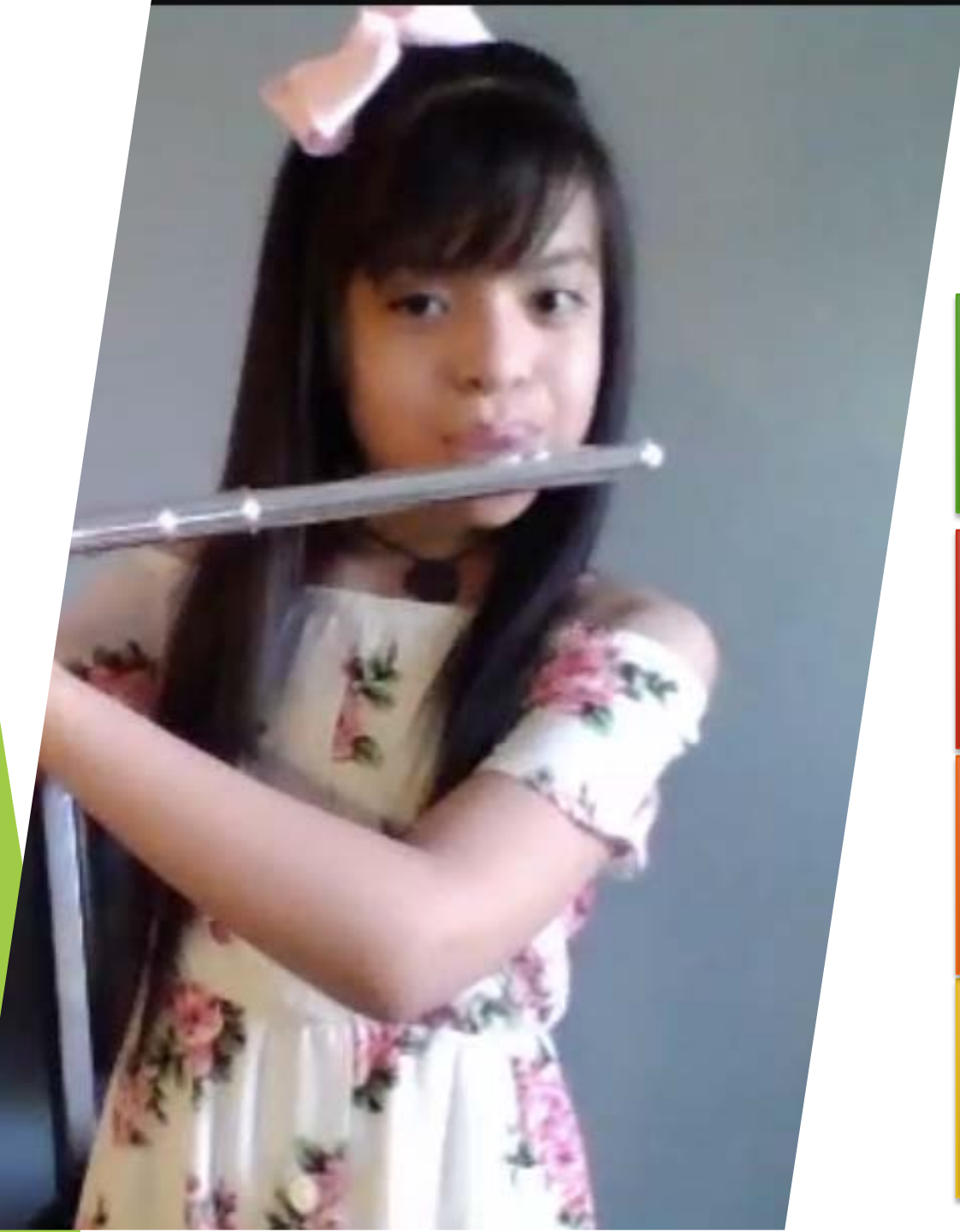
"A Major" Chat

Dallas Symphony Orchestra League



**“A Major” Chat:
A virtual event featuring
musicians, parents, and
instructors from the
Young Musicians Program.**

*Fourteen students treated
members to Zoom
performances, shared their
success stories, and answered
questions.*



The needs were determined with the following goals:

Encourage and support	Encourage and support the children during the difficult year
Understand	Give the children a chance to share firsthand accounts of their experience in the program and educate our members on its impact in our community
Connect	Give our members and potential donors a chance to meet the kids (virtually) and connect with them
Raise Funds	Raise funds to support the DSO programs while giving the children the opportunity to be active participants in the process



Additional goal:

This provided our League members, especially those who were not comfortable getting out due to the pandemic, a way to connect with other members and our mission.

Impact on the Community:

There are many education and outreach programs offered through the Dallas Symphony Orchestra. This event highlighted the Young Musicians Program, which:



PROVIDES FREE
INSTRUMENTS
TO CHILDREN



SUMMER
MUSIC
CAMPS



AFTER-
SCHOOL
PROGRAMS
DURING THE
SCHOOL
YEAR



GOAL IS TO
REACH BEYOND
MUSIC AND
PREPARE THE
WHOLE CHILD
FOR SUCCESS IN
ALL AREAS OF
LIFE



ENGAGED
NEARLY 500
ELEMENTARY
-AGE
CHILDREN
LIVING IN
SOUTHERN
DALLAS

This event featured a panel discussion and an opportunity for Q&A. Our panel consisted of:

- ▶ **Four Young Musicians students:** these elementary-age students played individually on a variety of instruments.
- ▶ **Director of the Young Musicians program:** He recently moved from Venezuela, where he led the internationally renowned program, El Sistema. He shared information about the program and its impact on its students, their families, and our community.
- ▶ **A school principal spoke** on how the DSO program has been beneficial to the school and its students.
- ▶ **Parents gave their testimonials** on how the program had positively impacted their children



After each performance, there was a question and answer session with each student who performed.



Participants enjoyed hearing from the parents of the program and how it has helped their children and families in numerous ways

In addition to the Q&A session, we kept the audience engaged by:

*holding raffle drawings throughout the event (some of the items and gift cards are shown)

*thanking each donor as they donated real time via a link on Zoom. Each donation was announced in the Zoom chat box



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Budget- Revenue

The tickets started at \$25 and included a chance to win items in the raffle.

Ticket Sales (raffle tickets came with event tickets) \$ 2,050.00

Donations that came in during the event (real-time donors) \$ 2,350.00

A few donations came in the next day as well \$200

TOTAL REVENUE: \$4,600

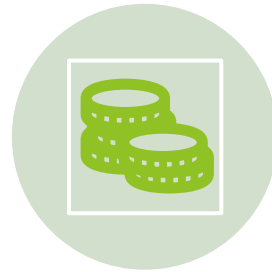
Expense and net revenue:



ALL RAFFLE ITEMS WERE
DONATED



TOTAL EXPENSES: *\$ 0



*ZOOM UPGRADE FOR A
GROUP OVER 100 WAS \$50
BUT NOT COUNTED AGAINST
THIS BUDGET



NET REVENUE: \$4,600

Timeline

Four weeks before:

Brainstorming meeting

Made logo

Sent an email blast each week leading up to the event, which included a video of a child in the program thanking members for their support and inviting them to the event.

Three weeks before

Watched many YouTube tutorials on all the features of Zoom to determine the best way to proceed

Gathered the six raffle items-
All donated by committee

Provided a link to purchase event tickets and raffle tickets

Called to "plant" some people to get the real-time donations started and encourage others to donate during the event. We also had "plants" to ask questions at assigned times to get the questions started

Timeline

Week before the event

Held first dress rehearsal with the children (on zoom)

The deadline to purchase tickets was two days before

Upgraded the Zoom account to allow over 100 people to join. (It is \$50 for the large group and lasts a month).

Week of event

Emailed online event link to those who purchased tickets

Held second rehearsal with the children

Delivered the raffle prizes to winners

Staff and Volunteers:

Director of DSO's Young Musicians program (staff)- coordinated the kids in the show, assisted with promotion and planned musical presentation.

Moderator- Kept the show running on time, called on audience members who were asking questions. Before the show, she figured out the zoom features. She also called the "plants" for donations and questions during the event.

Real-time raffle coordinator- announced raffle winners throughout the show.

Real-time donation announcer- There was a link on the screen so people could donate during the show. Their payment went online in the Symphony's payment system, and we received instant notification of the donations. The donation announcer watched the donations come in and then would write, "thank you to ____ for your contribution" in the chatbox.



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SYMPHONY
LEAGUE**