



welcome



Yule Ball



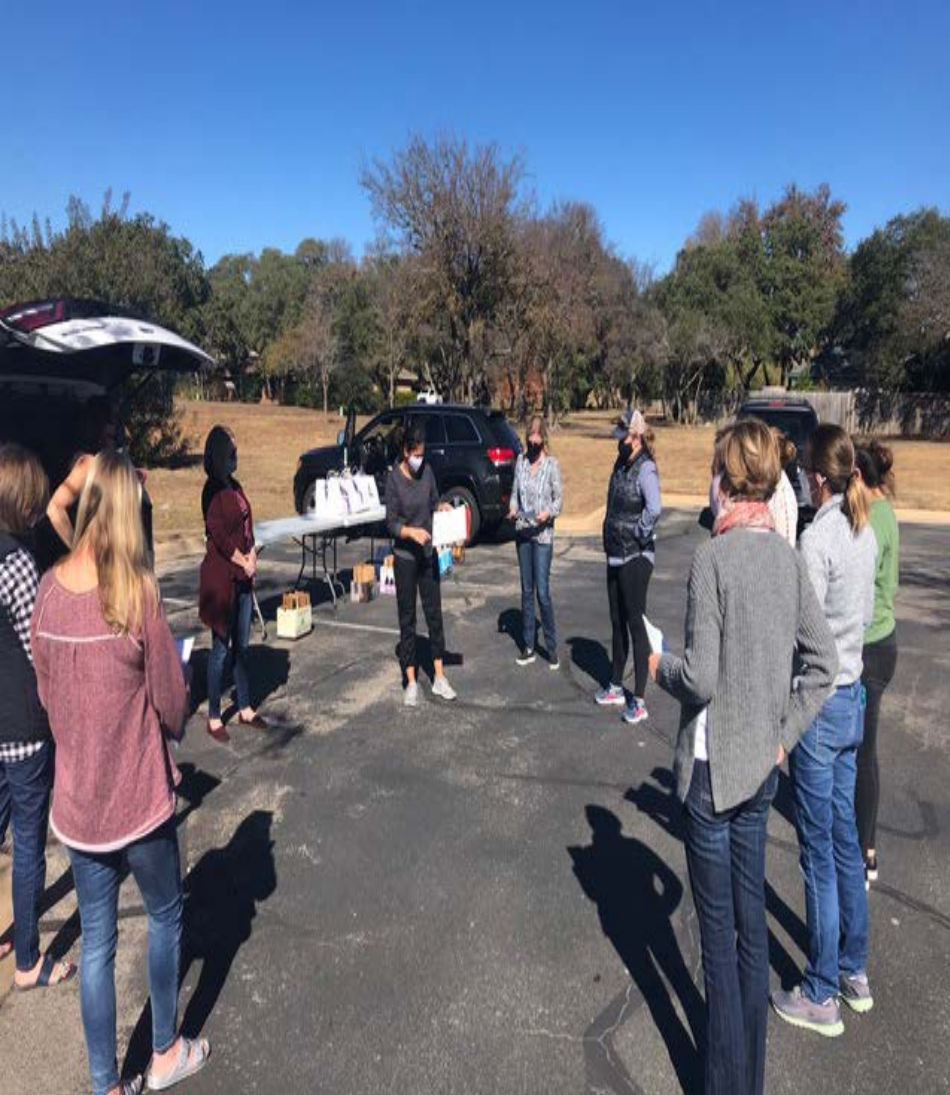
Goals of the event:

- To enrich membership during a year when all activities including our beloved Jewel Ball were canceled
- Retain new and returning members through an unforgettable night of entertainment
- Cover our expenses

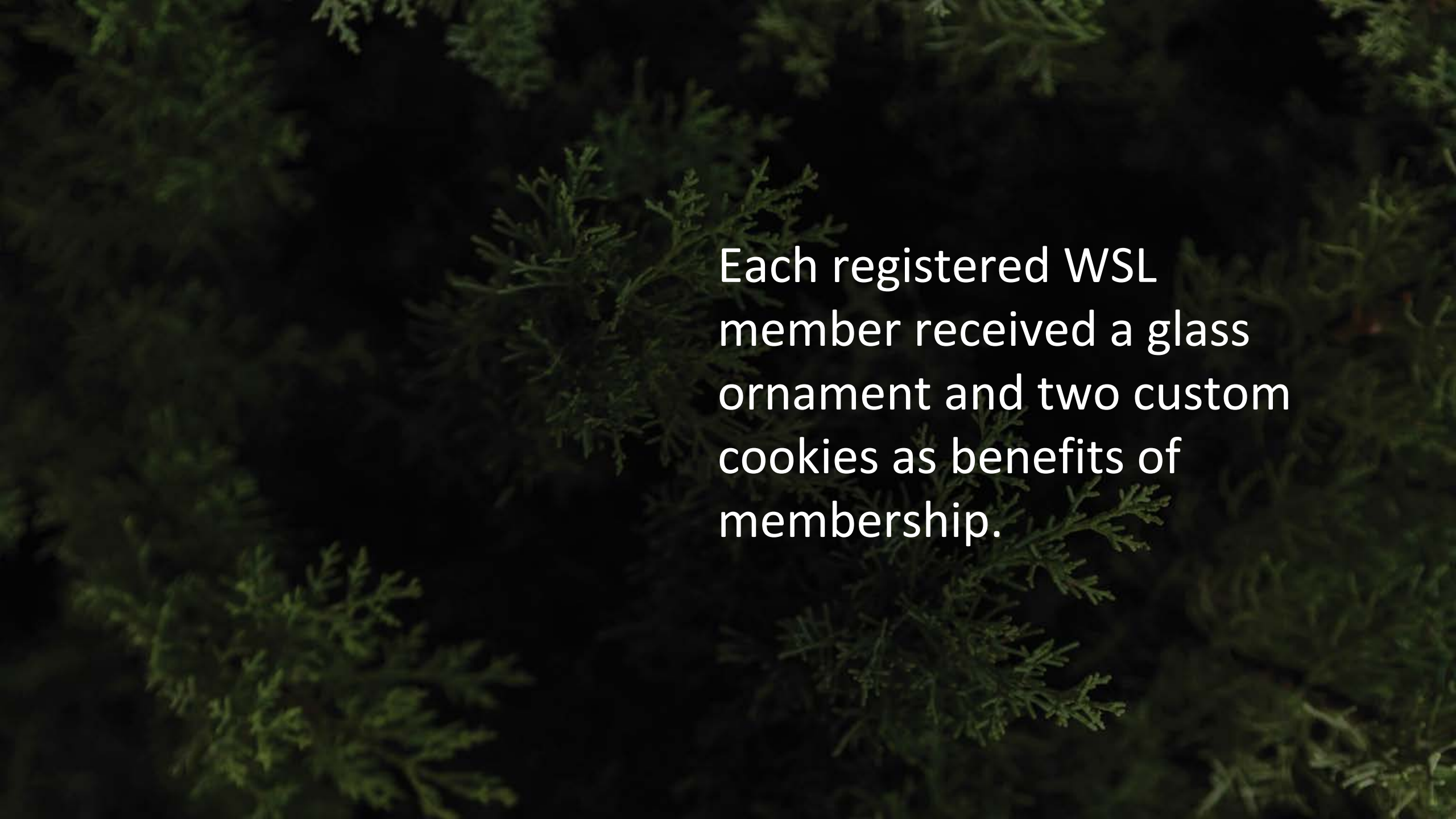


For our committee, we recruited some of our long time, most active volunteers along with many newer members, as a way to engage them. We also included many who were potential sponsors.

This creative committee quickly developed an event plan:



- Provide 2-hours of entertainment that guests could watch from home
- Groups of 10 or less could gather safely at that time per Austin Public Health
- We had a graphic designer who designed the logo playing off the Jewel Ball logo
- The “Yule Ball” was born!



Each registered WSL member received a glass ornament and two custom cookies as benefits of membership.

Momentum:

 **Celeste Cooke Hubert**
Admin · October 22, 2020 · 🌐

If any newer members are wondering how the Women's Symphony League has become such a strong, successful organization, look no further than these strong, successful women. Left to right: [Julie Gamble Baselice](#), Sharon Wilson, [Beth Sanders Grimm](#), [Barbara Powers Crockett](#) and [Eledith Walker Falk](#). These are your Past Presidents, Jewel Ball Chairs, Vice-Presidents, behind-the-scenes engineers who show up early, stay late, and are always wearing these gorgeous smiles. NEWS: They are your Current Yule Ball Sponsors! SO grateful for all that you lovelies give to WSL!



  63 12 Comments

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One of the most successful tools we used to honor donors and encourage others to sponsor was through the use of FaceBook. On our Private WSL FB Group, each sponsor was called out with a very personal acknowledgement.

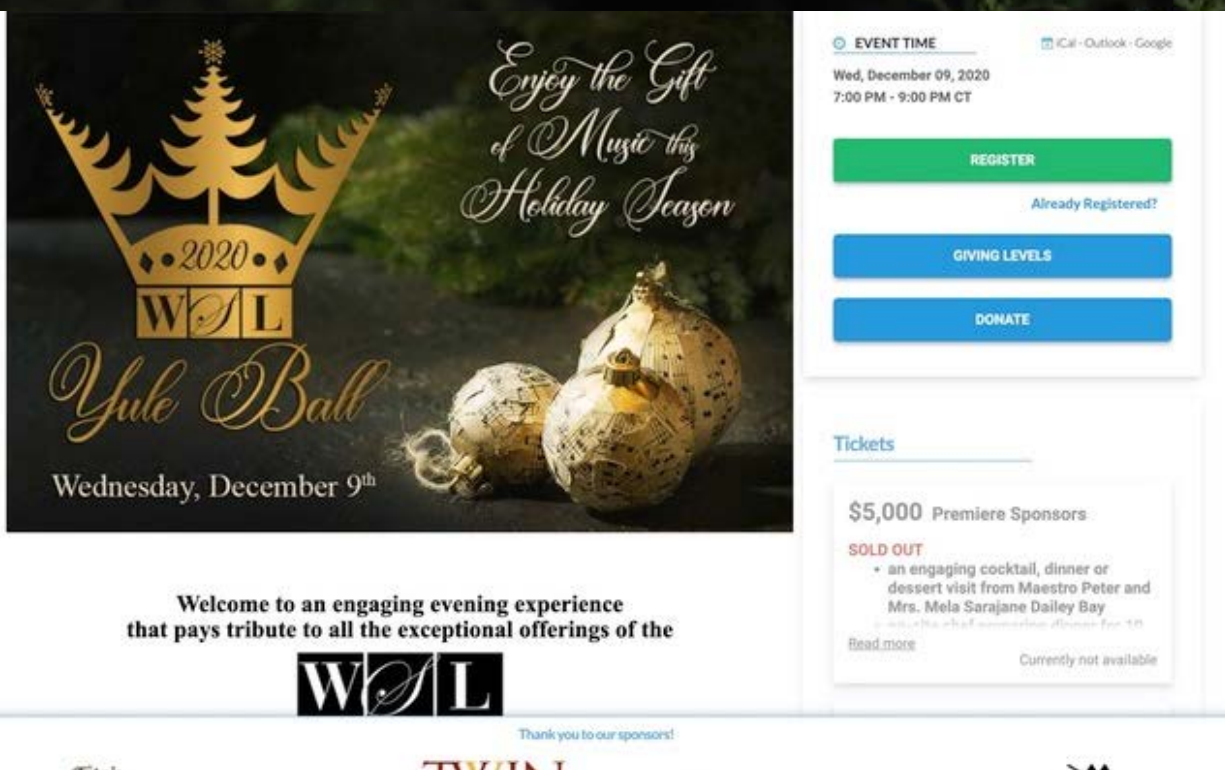
This resulted in others wanting the 'shout out' and the sponsorships poured in!



Sponsorship Success - The Special Sauce

- Most members bought a sponsorship as the benefits were ‘over the top’!
 - Gourmet dinner, wine, Tito’s, live musicians, and flowers delivered to all sponsor’s homes the day-of event
- Limited \$5,000 sponsors (3) got a visit from the Symphony’s Maestro Peter Bay and his Grammy-award winning wife.
 - See livestream on giant outdoor screen behind these three “Bay-Watch” babes!

Event Platform



The image shows a promotional banner for the WSL Yule Ball 2020. The banner features a gold crown logo with a Christmas tree inside, the text "2020 WSL Yule Ball", and the date "Wednesday, December 9th". To the right, it says "Enjoy the Gift of Music this Holiday Season" and shows three gold Christmas ornaments. Below the banner, there is a welcome message: "Welcome to an engaging evening experience that pays tribute to all the exceptional offerings of the WSL". At the bottom, it says "Thank you to our sponsors!" and shows the "TWIN" logo.

Enjoy the Gift of Music this Holiday Season

2020 WSL Yule Ball

Wednesday, December 9th

Welcome to an engaging evening experience that pays tribute to all the exceptional offerings of the

WSL

Thank you to our sponsors!

TWIN

EVENT TIME [iCal - Outlook - Google](#)

Wed, December 09, 2020
7:00 PM - 9:00 PM CT

[REGISTER](#)

[Already Registered?](#)

[GIVING LEVELS](#)

[DONATE](#)

Tickets

\$5,000 Premiere Sponsors

SOLD OUT

- an engaging cocktail, dinner or dessert visit from Maestro Peter and Mrs. Mela Sarajane Dailey Bay

[Read more](#) Currently not available

- BetterUnite is a FREE platform we found to stream the event.
- The WSL is now using BU for all events, membership dues, auctions, and database.
- It allowed us to watch the show while simultaneously bidding on auction items.



Committee decided to make our Members the stars of the show

- 7-8pm WSL Variety Show
 - Pre-recorded clips of our members singing, dancing, playing instruments;
 - Seasoned members shared fun stories
 - Live emcee in between clips provided entertainment, reminded guests about the auction, and pulled raffle winner LIVE!
- 8-9pm WSL Slideshow scrolled while holiday music played



We used typical fundraising strategies including:

- Online silent auction
 - Opened 5 days prior to event for early bidding
 - Posted videos of top items including 2 adorable puppies!
- Ruffled off diamond earrings
- Fund-the-need (donations of \$25-\$250 were made online)



Each of our goals was surpassed:

- Membership was enriched through a bonding volunteer experience and an unforgettable evening
- Members renewed soon after the Yule Ball as they wanted more events with these fabulous women
- We did not just break even...



WE GROSSED OVER
\$50,000!!!