

# Plano Symphony Orchestra Guild

TASO Recognized Projects Winner  
2021-2022



PLANO  
SYMPHONY  
ORCHESTRA

HECTOR GUZMAN MUSIC DIRECTOR



# Purpose of the PSO Guild Drive-Thru Fundraising Event

- ▶ Guild members traditionally gather for “Festive Eve,” bringing donations of wine and gift cards to contribute to the PSO Gala fundraising efforts (wine pull, gift card pull, etc.)
- ▶ The COVID-19 pandemic prevented us from holding our annual gathering
- ▶ The PSO Guild devised an opportunity for Guild members to “drive-thru” and say hello from the safety of their cars and supporting the Symphony
- ▶ The “drive-thru” Holiday event was held on December 18, 2020, at the home of Guild member, Gala Co-Chair, and PSO Board Member Ms. Mirna Lynch
- ▶ A second “drive-thru” event was held on March 12, 2021, themed around St. Patrick’s Day!

# How Project Was Developed

- ▶ During the COVID-19 pandemic it was a challenge to hold in-person events yet we still needed to raise items for our annual Gala Silent Auction
- ▶ We came up with the idea of doing a “contact-less” drive-thru fundraiser through a series of virtual meetings
- ▶ We did one at the holiday season time and another on St. Patrick’s Day
- ▶ The themed events encouraged costumes and decorations in order to add a fun feel to the season
- ▶ There was also an element where donors could win a prize simply by participating!



**A Drive Thru Event  
Saturday, March 12, 2022  
2-4pm**

### **Home of Sue and Will Wood**

The Plano Symphony Silent Auction Gala Committee is looking for a few lucky items that will make your Gala special

We need:

Gift cards of any kind

Wine or alcohol of any kind

Unused items that would be great in a gift basket

(A regift perhaps?)

Large baskets



All donors will receive a Golden Gift from the PSO Guild  
One **LUCKY** gift will have a magic coin inside for a special gift  
Maybe it will be you!

You have to come by to win.

Text Sue @ 972-768-4716 if you have questions

**The Plano Symphony Gala  
A Night in Disguise  
May 21, 2022 6pm**

# Financial Information

- ▶ The event had zero expenses
- ▶ The “drive-thru” fundraiser brought in \$1,075 in in-kind donations
- ▶ The second drive-thru netted nearly double that amount
- ▶ The value of donated items collected at the drive-thru netted the PSO \$22,000 at the Gala

# Impact

- ▶ This was a new approach to an existing event called Festive Eve
- ▶ Instead of holding an in-person event, which we couldn't do because of the COVID-19 crisis, we decided to hold these drive-by fundraising events
- ▶ This event taught us how to be resilient and creative in a crisis and allowed devoted Guild members to continue to supporting the PSO
- ▶ The holiday themes provided new opportunities and incentive to participate
- ▶ No other organization was able to book the REAL Mr. and Mrs. Claus for their fundraising efforts!

# Volunteer Requirements

- ▶ 10 volunteers to organize the event and staff it on each day
- ▶ The PSO staff helped with marketing and on-site coordination
- ▶ This was a very easy time commitment for volunteers and staff alike as the event was not labor-intensive



# Timeline

- ▶ We began planning the first “Holiday Drive-Thru” in November 2020 with the event taking place in December
- ▶ It was an easy and not very labor-intensive way to raise a significant number of in-kind donations for the PSO’s Gala
- ▶ We marketed the event to the PSO’s Board of Directors, subscribers, single ticket buyers and Guild members

# Event Photos



# PSO Guild Drive Thru Summary

- ▶ This unique event is a testament to the creativity of our Guild volunteers and their willingness to think outside the box in times of adversity to make fundraising FUN!
- ▶ Bravo, PSO Guild!
  - ▶ Marcela Schweers, Guild President  
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[marcela.schweers@sbcglobal.net](mailto:marcela.schweers@sbcglobal.net)