



Budget:

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

TOTAL EXPENSES: *\$ 0
*Zoom upgrade for a group over 100 was \$50 but not counted against this budget

NET REVENUE
\$4,600

The DSOL hosted a virtual event featuring musicians, parents, and instructors from the Young Musicians Program. The students treated members to zoom performances, shared their success stories, and answered questions. The tickets started at \$25 and included a chance to win items in the raffle.

This event featured a panel discussion and an opportunity for Q&A.

Our panel discussion consisted of:

Four Young Musicians students-

These elementary-age students played individually on a variety of instruments.

Director of the Young Musicians program

The Artistic Director of DSO's Young Musicians recently moved from Venezuela, where he led the internationally renowned program, El Sistema. The Dallas Symphony is truly fortunate to have him at the helm of the Dallas program! He shared information about the program and its impact on its students, their families, and our community.

A school principal

He spoke on how the DSO program has been beneficial to the school and its students.

Also, we had more stories shared by students and parents.

There were 14 children total, along with their parents.

How was the need for this project determined?

We wanted our members and potential donors to meet the kids (virtually) and connect with them. We wanted them to engage with the kids and hear a first-hand account of their experience.

We hoped to provide members, especially those who were not comfortable getting out due to the pandemic, a way to connect with the league, other members, and our mission.

We hoped to raise some funds because it was vital to support the DSO programs financially during the difficult year. We also wanted to support the kids with words of encouragement.

TimeLine:

Four weeks before:

- Brainstorming meeting
- Make logo
- Send out an email blast to membership to promote the event.
- Each week we would send a promotional video of a child in the program inviting the membership 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
- Sent an email blast to membership to promote the event and provide a link to purchase event tickets and raffle tickets.
- Called to "plant" some people to get the real-time donations started to keep the program lively and encourage others to donate during the event. We also had "plants" to ask questions at assigned times to get the questions started.

One week before:

- Held a dress rehearsal with the children (on zoom) to discuss the program and work out kinks.

Week of event:

- 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).
- Looked at the list of people who purchased tickets and emailed them the link to the online event
- Another rehearsal with the children

The zoom event- A Major Chat

After the event, delivered the winning raffle prizes to winners

Staff and Volunteers:

Director of DSO's Young Musicians program (staff): coordinated the kids in the show, assist 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.

Everyone gathered raffle items: there were four of us on the committee, and we each donated a \$100 raffle item and got two more raffle items donated

The Impact on our Community:

The stars of the event were the students in our Young Musicians program. *Young Musicians* provides free instruments, summer music camps, and after-school programs during the school year. The program was launched in June 2019 and has since engaged nearly 500 elementary-age children living in Southern Dallas. The program is based on the famous El Sistema program, whose goal is to reach beyond music and prepare the whole child for success in all areas of life. In addition, there is a tremendous feeling of accomplishment and pride in having control over an instrument, and it opens a new world for a child.

The program also helped fund these additional programs:

- The *Young Strings* program develops the talents of exceptional and underrepresented string players in the City of Dallas by providing its students with resources essential for success both in college and careers in music.
- The *My DSO Concert* is specially designed for children and adults on the autism spectrum and with developmental disabilities.
- The DSO supports children who have experienced hardship by providing free concert tickets to the CASA and Big Brother/Sister programs.
- *Dallas Symphony Youth Concerts* bring over 20,000 preschool and elementary students and teachers from the Dallas/Fort Worth area to the Meyerson Symphony Center each year!



Suggested Improvements:

We intended to record the Zoom concert; however, something went wrong, and it was not recorded. In the future, I would name a Zoom co-host so they can record the meeting to provide a backup.

