

FUNDRAISING

Can't Say No to Clicquot!

Houston Symphony Wine Dinner and Collector's Auction

HOUSTON SYMPHONY | LEAGUE



Houston Symphony League
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Orchestra Size: Group 1
Metro Houston: 7.1 million

PROJECT DESCRIPTION

Houston Symphony League members donated bottles of Veuve Clicquot champagne to auction at the Symphony's 21st annual *Wine Dinner and Collector's Auction* held on May 13, 2022. The League was able to display three Veuve Clicquot auction lots at the event and raised \$2,625.

PURPOSE OF THE PROJECT

The project gave League members a new pathway to participate in the *Wine Dinner and Collector's Auction* that supports the Symphony's educational and community engagement initiatives. These initiatives are at the heart of the Houston Symphony League's mission. While individual League members have previously made donations to the Auction, the League had never done so as a group.

DEVELOPMENT OF THE PROJECT

The League President wanted the League to be represented at the *Wine Dinner and Collector's Auction* to increase visibility of the League's commitment to the Symphony and make a financial contribution to this fundraising event. She enlisted a Chair to solicit donations of bottles of Veuve Clicquot champagne from League members. The Chair publicized the event in our eCounterpoint newsletter and displayed the champagne donations at two already-scheduled, well-attended League events. An additional incentive was to include all donors' names as participants in the fundraiser in the *Wine Dinner and Collector's Auction* catalog.

VOLUNTEER REQUIREMENTS

A Chair was designated to oversee the donations and communication with members. In total, 27 League members contributed to this event by donating 30 bottles of Veuve Clicquot or money used to purchase two magnums of Veuve Clicquot.

TIMELINE

Initial communication to members was in the March edition of our eCounterpoint newsletter. Members were encouraged to bring bottles of Veuve Clicquot to either the Orchestrated Luncheon on March 24 or the Spring Membership Event on March 30. In April, members could also request pick-up at their homes. The champagne was stored by Symphony staff in their wine storage facility.

FINANCIAL INFORMATION

The League lots of Veuve Clicquot were auctioned off for a total of \$2,625.00. Since there were no expenses associated with this project, the total sum was a donation to the Symphony.

IMPACT ON THE COMMUNITY

The *Wine Dinner and Collector's Auction* benefits the Symphony's education and community engagement initiatives. These initiatives serve students in 26 area school districts as well as patients and caregivers at three Texas Medical Center hospitals.

In addition to helping to raise funds, League participation in this event was a way to increase membership. This year's Wine Dinner was attended by 360 guests each of whom was made aware of the Houston Symphony League through our auction lots. Increased League membership enhances our contributions to the Symphony through increased volunteerism and revenue.

SUGGESTED IMPROVEMENTS

The project could be communicated to members earlier in the year to give them more time to donate bottles of champagne or to work with other members to donate money toward purchase of bottles.



