



TASO Recognized Project
Fundraising Pop-Ups
April 10, 2021

How do we raise
money in these
challenging times
to support the
future of music?



FUNDRAISING POP-UPS

- Mini-fundraisers of unlimited variety
- Held to raise money
- Contribute toward the goal of a major event

Major event to be supported:



Magical Musical Morning

**Annual holiday fundraising event for
Houston Symphony's Education and Outreach Program.**

Goal \$70,000

To help achieve the fundraising goal,
the League created two Pop-ups:



Salon Concert
Sunday, November 10, 2019



Tea at Kiran's
Saturday, November 2, 2019

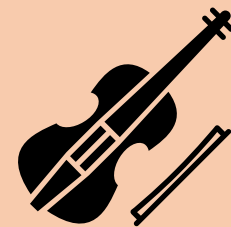


Salon Concert

Houston Symphony violist entertained and educated 60 paying guests in a patron's home, who underwrote dinner and cocktails.

Musician donated time.

Ticket Price - \$100





Tea at Kiran's

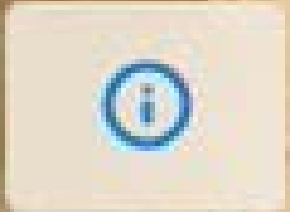
Upscale Indian restaurant worked with 3 chairs & Symphony harpist to provide high tea, champagne, and guest favors, including fascinator hats.

Chairs underwrote entire event.

Ticket price - \$100

PURPOSE of PROJECT

- Raise money for Magical Musical Morning
- Attract people to events who would not otherwise attend the main event due to ticket price, interest, timing, etc.
- Develop potential new patrons by targeted invitations to each pop-up
- Celebrate members' continuing commitment to the Houston Symphony

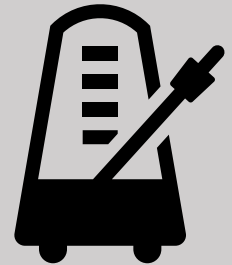


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TIMELINE

The beauty of a pop-up is that it is conceived, directed and executed in a short time frame.



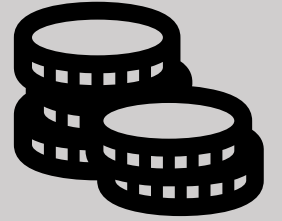
Salon Concert: November 10, 2019

- September Fundraising VP conceives idea, gathers volunteers, creates invitation
- October Invitations mailed
- November Volunteers meet and work on cookie favors
Hostess consults chef, arranges for Houston Symphony musician

Tea at Kiran's: November 2, 2019

- Late August Event conceived, chairman confirmed, invitation created
- October Invitations mailed
Tea promoted at League meetings and events

FINANCIALS



One or more donor hosts underwrites pop-ups and determines size. Event can be anything they imagine!

Salon Concert: Event location, meals, cocktails, valet underwritten by donor hostess. Musician donated his time. Volunteers assisted in welcoming and entertaining guests.

Net revenue: 60 guests @ \$100 ticket = \$6,000

Tea at Kiran's: 3 donor hosts shared cost of high tea, champagne, and fascinators. League volunteers created and donated table center pieces .

Net revenue: 40 guests @\$100 ticket = \$4,000

VOLUNTEER REQUIREMENTS



Salon Concert: 14 People

Volunteer League members:

- greeted and directed guests to color-coded table assignments
- helped assemble cookie favors and set tables
- generally assisted donor host

Tea at Kiran's: 8 People

- 3 chairpersons worked with Chef Kiran to plan menu, provide champagne and make fascinator hat favors
- 2 Symphony staff members were on hand to welcome new Symphony supporters
- 3 volunteers were paying guests and assisted donor chairpersons

League volunteers created cookie gifts for the Salon Concert.



A Win/Win for All!

Magical Musical Morning:

- Goal \$70,000
- Raised \$107,500
- Net \$80,000
- Pop-ups \$10,000 to bottom line

The event gained supporters who usually do not attend.

Pop-ups built excitement throughout the Symphony community and beyond!

