

Membership—Keeping the Pipeline Open

Presented by

The Women's Symphony League

Tyler, Texas

www.wsltyler.org



The purpose of the project:

- 1. To raise funds to support the East Texas Symphony Orchestra**
- 2. To create a pipeline of new WSL members by establishing a Junior Symphony League program exclusively for children of WSL members**
- 3. To produce a celebratory evening where WSL children, juniors and seniors, are presented during an annual gala**

The project was initiated in 1956 with the establishment of the Women's Symphony League. It was determined at that time that an annual gala would be held to raise funds for the East Texas Symphony Orchestra. Featured during the gala would be debutante presentation of children of WSL members. By requiring membership for mothers to have their children included, it was determined that there would be a continuing influx of new members.

Membership requirements were established for the mothers to join when their children ended their seventh-grade year. Mothers would be required to remain active for five (5) years in order for their children to be presented during the gala of the children's junior and senior years. (Active membership includes minimum meeting requirements, purchase of concert tickets, active participation on one committee, and participation in fundraising activities.)

The Junior Symphony League program was established with requirements as well: minimum meeting requirements, usher at ETSO concerts, and participating in JSL fundraising for music education.

The 2021 WSL Ball was moved from February to May due to COVID concerns but intentionally scheduled prior to high school graduation. A new venue was required because the city's convention center was closed to all community events while it served as vaccination headquarters for the Health Department.

FINANCES:

In 2021, the WSL Ball had total revenue of \$257,781, total expenses of \$165,471 and a net incoming of \$92,309.

TIMELINE:

Planning for the Ball began in June 2020. The decision to change the venue was made in November 2020. Underwriting and sponsorship solicitation began in Fall 2020. The raffle item was secured in the winter 2021, and logistic planning was intense during the spring.

VOLUNTEER REQUIREMENTS:

Five (5) volunteers planned the event. Thirty-nine (39) volunteers worked during the evening gala.