Development Constituency Agenda

Constituency Liaison: Marlah Bonner-McDuffie, mmcduffie@americanorchestras.org

Monday, June 14

1:30–2:45 PM EDT  Recruitment and Retention of BIPOC Development Staff

This past year has clearly illustrated the sense of urgency around equity, diversity, and inclusion (EDI) for organizations across all sectors. For orchestras, there is an ever more urgent call to hire and retain BIPOC (Black, Indigenous, and People of Color) staff as we seek to expand our donor base to support the long-term sustainability of our orchestras. This session will offer attendees a prescriptive strategic and tactical plan for identifying, recruiting, retaining, and promoting BIPOC staff in orchestras. The session will include, but is not limited to:

1. What is the direct impact of BIPOC development staff on fundraising (including data, research, case studies)?
2. How has the retention of BIPOC development staff impacted the ability to secure grants from national funders?
3. What tools are available to support staff post-hire?
4. How do we approach staff engagement for organizations such as orchestras that have historically been oppressive environments for BIPOC (Black, Indigenous, and People of Color)?

Bennett Direct has generously sponsored the meetings of the Development constituencies at the League’s National Conference.

Monday, June 14

3:30–4:45 PM EDT  Virtual Engagement in a Post-Pandemic Environment

Speaker: Catherine Heitz New, Project Consultant, Robert Swaney Consulting, Inc. and Bob Swaney, Founder & CEO, Robert Swaney Consulting, Inc.

COVID-19 shut-downs have had tremendous impact on our ability to engage with our donors. In the absence of in-person visits, how are orchestras engaging with donors and prospects? This session will focus on the following questions:
1. What innovations are orchestras implementing for engaging donors/prospects virtually? What is working? What is not working?
2. How are orchestras capturing and tracking data for virtual engagement? Further, how will it be used to inform fundraising strategy?
3. Some orchestras have seen record numbers of attendees for online performances since the start of the shutdowns, and expanding their reach far beyond their region to national and international audiences. How will orchestras continue to engage these audiences in future years to expand their pipeline? How are they engaging them in the short term?
4. Examining successful case studies of virtual engagement, how have those had a direct impact on revenue growth for contributed income?

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**Thursday, June 17**

1:00-2:00 PM EDT  **The Way Forward**

**Moderators:** Jane Hargraft, Chief Development Officer, The Cleveland Orchestra and Giuliano Kornberg, Chief Revenue and Development Officer, Sacramento Philharmonic & Opera

Conference is over – but how can development professionals apply topics discussed and lessons learned to future work? In this closing Development Constituency Meeting, attendees will be able address big takeaways from Conference, discuss implementing key learnings in respective organizations, talk about leading organizations through recovery, and share stories and successes from the past year in a free-form, interactive conversation.

Topics will include:
1. Key Learnings from Development sessions at Conference
2. What are some critical tactical actions that we can implement in the near-term? In the long-term?
3. How should leaders manage differently as orchestras work toward recovery?
4. How can we be collectively more proactive in strengthening our development networks across the country? How can we accelerate information sharing, best practices, and innovations? And what can the League do to assist this process?