

## Development & Marketing Committee Meeting Agenda

Wednesday, June 5, 2024 @ 9:00AM

<https://us02web.zoom.us/j/88537753336?pwd=bzZqSDZEY1htdjZwV3hEM1VGeTVOZzo9>

- **FY24 Contributed Income YTD**

- \$1,619,238 as of 5/28/24, 87% of Projected Contributed Income Total \$1,855,000

- Step to the Beat 4K Walk/Run June 16, 2024 Board Outreach

- Fundraising Goal - \$30,000, Raised YTD: \$5,220

- Action Items

1. Register [here](#) as:

- Individual \$30
- Family/Team of 5 \$50
- Family/Team of 10 \$250
- Student - sliding scale, pay what you can

2. Create a Peer-to-Peer fundraiser [here](#) using this [video](#) and/or [PDF](#) tutorial.

3. Share via:

- [LinkedIn](#)
- [Facebook](#)
- [Instagram](#)
- [Twitter](#)

- Email - template below

- Dear X, Midori & Friends is delighted to announce our inaugural Step to the Beat 4K Walk/Run on Sunday, June 16, 2024, in Forest Park, Queens. This special community event will unite community members for a healthy and invigorating Father's Day activity. The walk/run begins at 9:00am and will be followed by a global music concert at 11:15am at the Forest Hills Bandshell. Registration is open now [here](#). We hope you can join us then.

- Resources

- [Corporate Sponsorship Deck](#)
- [Flyer](#)
- [Volunteer Opportunities](#)

4. Send our team a list of contacts you a) have sent this outreach to or b) you would like our team to reach out to for this event.

## Development & Marketing Committee Meeting Agenda

Friday, February 23, 2024 3:30-4:30PM

<https://us02web.zoom.us/j/89416699937?pwd=ZEQxeXZqM3Ewa1R2MFhwNi9wbzNzQT09>

### FY24 Contributed Income YTD

- \$1,213,604 as of 2/23/24
- 65% of Projected Contributed Income Total \$1,855,000

### Recent Updates

- NYC DCLA Cultural Development Fund Award FY24 Total: \$96,050.
- AEO Foundation Grant \$5,000 - new funder for NEXTGen
- Nissan Foundation - invited to stage 2 for Celebrate! Music

Goal	Action Item	Notes
Identify 4K Corporate Sponsor Prospects June 16, 2024 @ Forest Park	Each Board/Committee Member bring 1 corporate event sponsor suggestion to strategy meeting	Tap into marketing budgets. Volunteerism potential.
Identify Corporate Program Support	Each Board/Committee Member bring 1 corporate sponsor suggestion to strategy meeting	Review Corporate deck & prospect list.
Spark New Foundation Relationships	Each Board Member calls 1 prospective funder to inquire about alignment.	Refer to Foundation Prospect List

### **Breakout Rooms - 10 minutes**

- 4K Run/Race - Jacqueline
  - Action Points
    - Identify Need
      - 4K Outreach sponsors, race 30k, 200 participants - do you know any corp sponsors or participants. Look for real estate firms, tech companies, ect. In Queens... Ridgewood bank? Chain stores, restaurants, ect.
    - Share Updates: show 4k deck
    - Brainstorm Ideas (reflection, new strategies, timeline ideas)
      - 4K committee: what is your commitment?

○ Breakout

Room Notes:

- Specify that the

concert is free

- Highlight schools in local area
  - Marc: Sell raffles tickets- free meal for 4 - encourage vendor to give sponsorship to help people keep around
    - Apple watch?
  - Timing of concert: too long of a day?
  - Megan: encourage competition/challenge in fundraising - P2P pages
- Crescendo Circle - Larisa
    - Fundraising Goal: ??
    - FY24 YTD: \$51,300
    - 4/16/24 Randall Goosby Concert @ Kosciuszko Foundation
      - \$500+ Donors
      - 90 seats
    - FY25 CC
      - Jeans Yves Thibaudet - confirmed
      - Midori working on additional artists
  - Corporate & Foundation Program Support - Luz
    - FY24 Goal: \$350K
    - YTD: \$118K (not included Board Corp & Fdn)
    - Corporate
      - Inside advocate
      - Board & YPB opportunities
      - Employee volunteer opportunities
      - Product demo, brand exposure
    - Foundations
      - Sunsetting, changing priorities
      - Invite only relationship building, getting Board involved
      - New grant writing language
    - Historical Donation & Grant Import into Salesforce
    - Learning Management System opens M&F up to new opportunities
    - Need: More connections deeper in prospective institutions
    - Actionable Items:
      - Setting up introductory meetings with corporate supporters for program & event support, in-kind support (skills-based, event space, etc.)
      - Volunteer to call Foundations for introductory calls, invite & accompany to site visits at schools
      - Thank you calls to donors can deepen relationships
      - Review prospect list for connections

- Reminder donations
- Noel Foundation
- Paul M. Angel Foundation - Michael (gives to el sistema)
- Action Points
  - Identify Need
    - 4K Outreach sponsors, race 30k, 200 participants - do you know any corp sponsors or participants. Look for real estate firms, tech companies, ect. In Queens... Ridgewood bank? Chain stores, restaurants, ect.
  - Share Updates
  - Brainstorm Ideas (reflection, new strategies, timeline ideas)
    - 4K committee: what is your commitment?

## Resources

- [Music Brings US Together](#) - 90 second video
- [FY24 Corporate Support Deck](#)
- [Press Kit](#)
- [FY24 Foundation & Corporate Prospect List](#)
- Upcoming: Updated Elevator Pitch & 4K Corporate Deck

## Meeting Discussion:

Enhance Donor Engagement	Each Board Member calls 2 donors to thank them and learn more.	Team will assign \$500+ donors to call.
Solicit \$500+ Donations for 4/16/24 CC Concert	Each Board Member mails 2 personal notes with invitation & ask.	

## Ways to Support

- Outreach to Corporate Prospects
  - General Operating Support
  - Program Support
  - Event Sponsorship

- Volunteer
- Outreach to
  - Introductory Calls
- Board Member Donor Thank You Calls
- Donations accepted via Zelle
- Stock donations

Opportunities  
Foundation Prospects

Monday, December 12, 2023

4:00 - 4:30 PM

<https://us02web.zoom.us/j/81334921931>

Attendees: Marilyn Cohen, Jennifer Hanley, Yuka Hashimoto, Megan Jakel, Fernanda Ubatuba

### FY24 Contributed Income

- YTD Total \$1,072,956 as of 12/4/23
- 58% of Projected Contributed Income Total \$1,855,000

### Special Events

- Season of Lights
  - \$37,881 raised
  - 114 attendees, including staff & artists
- Young Professionals Board Happy Hour 12/4/23 @ Wallace Foundation
  - YPB highly engaged on LinkedIn
- Crescendo Circle
  - Upcoming Concerts
    - 1/4/24 Yefim Bronfman @ 89 Reade Street ~ 6:30PM
      - 27 guests as of 12/4/23
    - 4/16/24 Randall Goosby (Harmony for Change Awardee) @Kosciuszko Foundation
- Fy25 events

- Jennifer

proposed a battle of the  
bands/student talent show

vs a walk/run

- Remember to highlight the kids at these events

### Marketing

- Next M&F commercial: December 17<sup>th</sup>
  - Social media & website engagement spiked after November 26<sup>th</sup> commercial
- [End of Year Appeal](#)
  - Two segments: parents & donors who did not attend crescendo/season of lights
    - Megan & Marilyn said to send to attendees
  - Short form content featuring TA's & students making statements on what music is to them
  - Two-fold ad for Crescendo - donate \$500 and up and come to a concert
- Free digital resources launching in the new year:
  - Changing the Tempo video podcast, accessible by signing up for e-newsletter.
    - Episode 1 filmed with Ron, Midori & Jonathan Biss
    - Working on episode with Randall Goosby and potentially Board Member Mandy DeFilippo
  - Ukulele curriculum videos

## Development & Marketing Committee Meeting Agenda & Notes

Monday, November 13, 2023

4:00 - 4:30 PM

<https://us02web.zoom.us/j/81957551272>

### FY24 Contributed Income

- YTD Total \$944,559
- 51% of Projected Contributed Income Total \$1,855,000

### Marketing

- [NFL Commercial Draft](#)
  - Megan suggested we make sure that the words are legible; Jacqueline will bold the black outline around the text and make a little larger

### Special Events

- Crescendo Circle 2023-2024 Season

- \$39,550
- Reflection on
- Strategy for future ticket sales
  - Board will approach their networks
  - Prorate for each concert \$500 each
  - Personalized and cultivated approach
  - Marilyn suggested a specific discount “under 35, pay \$X.” Make sure Board is engaged
- Upcoming Concerts
  - 1/4/24 Yefim Bronfman @ 89 Reade Street ~ 6:30PM
  - 4/16/24 Randall Goosby (Harmony for Change Awardee) @Kosciuszko Foundation
- **Season of Lights: Benefit for Bright Futures, November 30, 2023**
  - Raised \$30,500 as of 11/13/23 - Tickets \$250
  - [Flyers available here](#)
  - Sponsors: MUFG, Jerry Kohl
  - Run of Show
    - Hosts - Justin Bass & Leah Dowdy, Midori & Friends Young Professionals Board
    - Welcoming Remarks by Marilyn Cohen & Fernanda Ubatuba
    - Midori Remarks
    - Randall Goosby - Harmony for Change award presented by Midori
    - Chorus from PS 26Q & Laurent Grant Williams, vocalist and M&F Education Program Manager, and Yearim Yi, pianist and M&F Program Administrator
    - Jazz Singer Melanie Scholtz & Pianist Miki Hayama
    - Closing Remarks
    - Giving Tree - ornaments with handwritten notes
    - Silent Auction by Amfund - closing at 8pm, Online opens Nov 20<sup>th</sup>
- December Committee Meeting - Monday, December 4<sup>th</sup> 4:00pm-4:30pm

### FY24 Contributed Income

- YTD Total \$944,559
  - Since have sold 7 tickets to the benefit
- 51% of Projected Contributed Income Total \$1,855,000

### Marketing

- [NFL Commercial Draft](#)
  - Overview

## Special Events

- **Crescendo Circle 2023-2024 Season**
  - Future ticket sales will be different audience due to performers and timing
  - Upcoming Concerts
    - 1/4/24 Yefim Bronfman @ 89 Reade Street ~ 6:30PM
    - 4/16/24 Randall Goosby (Harmony for Change Awardee) @Kosciuszko Foundation
  
- **Season of Lights: Benefit for Bright Futures, November 30, 2023**
  - Raised \$30,500 as of 11/13/23 - Tickets \$250
  - Goal \$100,000
    - Looking for more corporate sponsors
  - [Flyers available here](#)
  - Sponsors: MUFG, Jerry Kohl
  - Run of Show
    - Hosts - Justin Bass & Leah Dowdy, Midori & Friends Young Professionals Board
    - Welcoming Remarks by Marilyn Cohen & Fernanda Ubatuba
    - Midori Remarks
    - Randall Goosby - Harmony for Change award presented by Midori
    - Chorus from PS 62
    - Q & Laurent Grant Williams, vocalist and M&F Education Program Manager, and Yearim Yi, pianist and M&F Program Administrator
    - Jazz Singer Melanie Scholtz & Pianist Miki Hayama
    - Closing Remarks
    - Giving Tree - ornaments with handwritten notes
    - Silent Auction by Amfund - closing at 8pm, Online opens Nov 20<sup>th</sup>
  
- December Committee Meeting



Monday, September 18, 2023

4:00 - 4:30 PM

<https://us02web.zoom.us/j/81214451984>

### FY24 Contributed Income

- YTD Total \$769,918
- 42% of Projected Contributed Income Total \$1,855,000

### Special Events

- **Crescendo Circle 2023-2024 Season**
  - \$19,500 raised as of 9/13/23
  - 13 tickets sold, 19% of concert venue capacity
    - Strategy for ticket sales
      - Board will approach their networks
      - Prorate for each concert \$500 each
      - Personalized and cultivated approach
  - Concerts
    - 10/31/23 Midori & Jonathan Biss @ Steinway & Sons ~ 1:30PM
    - 1/4/24 Yefim Bronfman @ 89 Reade Street ~ 6:30PM
    - 4/16/24 Randall Goosby (Harmony for Change Awardee) @ TBD (in talks with Kosciuszko Foundation)
- **Season of Lights: Benefit for Bright Futures**
  - November 30, 2023
  - \$250 tickets
  - Invitations at printer
  - Run of Show
    - Randall Goosby - Harmony for Change award presented by Midori
    - Chorus from PS 26Q & Laurent Grant Williams, singer and M&F Education Program Manager
    - La Manga performance ensemble

- Giving
  - Tree - ornaments of different giving levels
- Silent Auction by Amfund - travel experiences
  - People might be “auctioned-out” so how to make it more appealing
  - Experiences are generally more popular
- Sponsorship
  - Tech & music product
  - In-kind support for alcohol & other product
  - Other corporate sponsor outreach going out this week

Wednesday, August 2, 2023

4:00 - 4:30 PM

Crescendo Circle

- Brochure
  - Letter insert
- Website:
  - Crescendo Circle landing page: <https://www.midoriandfriends.org/membership>
  - Payment page (Give Lively): <https://secure.givelively.org/event/midori-foundation-inc/2023-2024-crescendo-circle/crescendo-circle>
- Strategy
  - Larisa meeting with board members/donors this week & next
  - Brochure mailing to different segmented donor groups
    - 1<sup>st</sup> wave: Board Members & affiliated donors
    - 2<sup>nd</sup> wave: \$5K+ donors
    - 3<sup>rd</sup> wave: \$1K+ donors
    - 4<sup>th</sup> wave: \$500+ donors

Salesforce Holiday Event

- Season of Lights: Benefit for Bright Futures
  - Run of Show & To Do List here: [https://midoriandfriendsorg.sharepoint.com/:x/g/EbHFLx\\_ciuHntVxL-Fk74LEBDGN4EAILUKf8Lk1tx2BXHA?e=4mFxOU](https://midoriandfriendsorg.sharepoint.com/:x/g/EbHFLx_ciuHntVxL-Fk74LEBDGN4EAILUKf8Lk1tx2BXHA?e=4mFxOU)

- Notes from [https://midoriandfriendsorg.sharepoint.com/:w:/g/EZPhe2BDFzZJkuroz6JDDHoBzT\\_CeMOWXHN95jHPnv-uvw?e=Po3n3i](https://midoriandfriendsorg.sharepoint.com/:w:/g/EZPhe2BDFzZJkuroz6JDDHoBzT_CeMOWXHN95jHPnv-uvw?e=Po3n3i)
- Thursday, November 30, 2023 6pm-8:30pm
- Invitation
- Invite List (Donor Segmentation) -
  - Former Board members
    - Mike Smith
    - Debra Perry
    - Yvette Austin-Smith
    - Daniel Goldhagen
    - Robert Merrell
- Run of Show
  - Guests enter and receive Leis
  - Milling, Drinks, Food
  - Silent Auction - trips and lessons
  - Welcome and intro video
  - Performances
    - Paquito - may write piece to play w/ Midori, Larisa will check with her
  - Photo Booth
  - Giving Tree
  - Corporate Sponsorships
- Student Participation
- On-site donation strategies
  - How to utilize LED wall?
  - AmFund trip silent auction
    - <https://www.amfund.org/fundraisingtravel>
    - Amfund provides 8 trips
  - Minimum donation to M&F in addition to price of trip is \$500

## Development & Marketing Committee Meeting Agenda & Notes

Wednesday, July 26, 2023

4:00 - 4:30 PM

### Crescendo Circle

- Need clarity on opportunity
- Larisa will draft letter to send with brochure

- Waves of outreach
  - Board
  - +\$1K Donors

Members + contacts

## Development & Marketing Committee Meeting Agenda & Notes

Wednesday, July 12, 2023

4:00 - 4:30 PM

[Zoom Link](#)

*Attendees:* Marilyn Cohen, Larisa Gelman, Yuka Hashimoto, Jennifer Hanely, Fernanda Ubatuba, Luz MacManus, Nika Sourakov, Melissa Costidis, Jacqueline Cannon

### Foundations & Grants

- Yield Giving - advancing to Round 2
- Lewis Prize- advancing to Round 2
- NYSCA submission this week
- NEA submission next week

### FY23 & FY24 Contributed Income

- FY23
  - YTD Total \$1,781,709.63
  - End of Year Appeal YTD Total \$17,047 (anticipate a few small donations this week)
- FY24
  - Projected Total \$1,855,000

### Special Events

- Crescendo Circle
  - Brochure nearly finished - will be sent out once Randall Goosby date is confirmed
  - David Peng will not be able to attend any concerts so may not underwrite this year
- 2023-2024 Season
  - Midori & Johnathan Biss @ Steinway & Sons 10/31/2023 ~ 1:30PM
  - Salesforce Holiday Party - November 30 confirmed
  - Yefim Bronfman Thursday 1/04/2024, ~ 6:30PM- 89 Reade Street
  - Randall Goosby, Harmony for Change award artist - location TBD (possible venues: Opera America Hall - 72 seats)
    - New annual award toward a young musician
    - How to best announce the award to the public & how to best share in a PR sense / via social media?
      - JH willing to advise

- Create narrative circling back to Midori & Friends with
- his current work teaching for M&F in addition to being an award recipient, linking back to NYC music education ecosystem
- Tik-Tok can be a helpful tool
- Corporate Sponsorship
  - Peter Glaser can leverage Macquarie to potentially sponsor an event and they continue to match employee donations. He will send us an American contact to work with

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## Wednesday, June 7, 2023 | 4-4:30PM

### 1) Special Events

#### a) 2023-2024 Season

- i) Midori & Johnathan Biss @ Steinway & Sons 10/31/2023 ~ 1:30PM
- ii) Salesforce Holiday Party - end of Nov - beginning of December
  - (1) Meeting on Tuesday w/ Salesforce about the Ohana Room in-kind rental (Fernanda will be attendance as well)
- iii) Yefim Bronfman Thursday 1/04/2024, ~ 6:30PM- 89 Reade Street
- iv) Randall Goosby, Harmony for Change award artist - location TBD (possible venues: Opera America Hall - 72 seats)

#### b) Crescendo Circle

- i) constrained to 80 seats at concerts
- ii) Donor and new audience cultivations and engagement
- iii) Non-ticketed due to exclusivity clause for musicians

#### c) Feedback on Crescendo Circle / notes for marketing and messaging

- i) Clarity in marketing materials
- ii) Include event times
- iii) Brevity in language - shorter and clearer letter
- iv) Less info on materials and more info on website via QR code
- v) No need for repeated Call to Actions if included in letter
- vi) Materials need to mostly highlight artists and concerts and the rest of the details one website.

- vii) If  
    may  
    background on Midori or M&F / maybe make different versions
- d) Individual Giving
  - i) Appeal mailed out
    - (1) \$5500 received already
    - (2) Remittance envelopes included
  - ii) Began using Double the Donation - platform that facilitates employer matching gifts
- e) Grants submitted & in progress
  - i) Lewis Prize - \$500,000 - submitted 6/2/23
  - ii) NY Presbyterian - \$125,000 - submitted 6/2/23
  - iii) Yield Giving - \$1million - due June 12<sup>th</sup>
- f) Corporate
  - i) Bloomberg Philanthropies
    - (1) Larisa and Luz met with Howard Wolfson on 6/7/23 as introductory conversation on funding priorities

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Friday, May 5, 2023

11:30 AM - 12:00 PM

1. Foundation Priorities
  - a. New York Community Trust
    - i. NEXTGen & Celebrate! Music
    - ii. Systems change, capacity building, and expanding/improving direct service
  - b. Yield Giving
  - c. Lewis Prize
2. Corporate Priorities
  - a. Bloomberg Philanthropies
  - b. Salesforce
3. Special Events
  - a. Crescendo Circle - \$1,000 and up levels
    - i. Steinway 10/31
    - ii. Salesforce
    - iii. Yefim Bronfman
    - iv. Surprise
4. End of Year Appeal
  - a. <https://indd.adobe.com/view/aafc4ef5-a6c8-4735-9311-9444aa568d4c>

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## Notes

1. Foundation Priorities
  - b. New York Community Trust - due May 9
    - i. NEXTGen & Celebrate! Music
    - ii. Systems change, capacity building, and expanding/improving direct service
  - c. Yield Giving - due June 12
    - i. \$1,000,000
  - d. Lewis Prize - due June 2
    - i. \$500,000 finalist award; \$15,000-\$75,000 semi-finalists
2. Corporate Priorities
  - e. Bloomberg Philanthropies
    - i. Some focus on charter schools - maybe the board can get an orientation on school and program types
  - f. Salesforce
3. Special Events
  - g. Crescendo Circle - \$1,000 and up levels (possibly Peng Crescendo Circle if David Peng helps sponsor)
    - i. Steinway 10/31- Midori & Johnathan Biss
    - ii. Salesforce - Holiday Party circa December 6, 2023
    - iii. Yefim Bronfman - January 2024
      1. 89 Reed St penthouse space donated - confirmed
      2. Vicky Roth is a big help in finding such venues. Couple Simon and Kevin are hosts
      3. Tickets cannot be sold for Bronfman performances - so membership/cultivation route works well
    - iv. "Surprise" Event - Spring 2024
      1. Avery Fisher prize nominees/awardees to perform - string quartet or quintet
      2. Larisa is reaching out to Avery Fisher Foundation
  - h. Strategy of Crescendo Circle launch
    - i. Understand donor base - segment and target
    - ii. \$1000 gets you to one concert; \$1500 gets you to 2, etc
  - i. Only note from Midori is that special events concerts should also be similar / reflective of school programs and concerts (ie classical vs jazz etc)
  - j. Future ideas: "Night at the Opera", Midori female leadership breakfast (with someone like Michelle Dorrance - conversation about innovation and advocacy)
4. End of Year Appeal
  - k. <https://indd.adobe.com/view/aafc4ef5-a6c8-4735-9311-9444aa568d4c>

