



Flagstaff's Community Orchestra

Orchestra Northern Arizona

Informal, Classical, Fun, Free!

MEMBER KIT

Thank you for your commitment to Orchestra Northern Arizona!

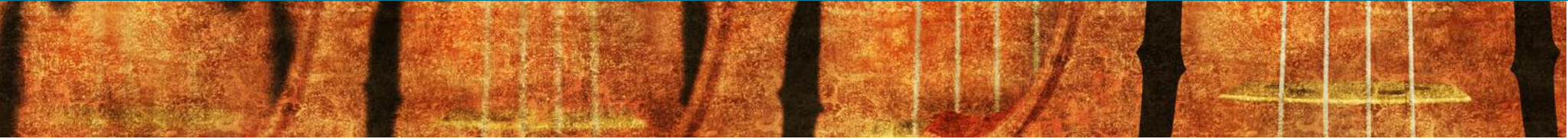
We are more than an orchestra. We are a community engaged in making Flagstaff a better place through a strong and vibrant arts scene.

*As a 501(c)(3), nonprofit organization, ONA relies on the generous support of grantors, audience, and musicians to fulfill its mission of **free concerts for everyone** as well as giving all musicians, **regardless of background or experience**, the opportunity to learn and perform symphonic music. Your support is an essential element of **our long-term health and vitality**.*



PICK YOUR PATH

Fundraising does not have to be one-size-fits-all. There are many ways to help.



You can . . .

Connect with local business

Approach businesses with our advertising and sponsorship opportunities.

Advertising and sponsorship revenue goes a long way to support the orchestra. Businesses benefit by showing their support for the arts while getting excellent exposure for their business. We can provide you with tools for approaching local businesses with these opportunities. Our packets include orchestra information and goals, sponsorship and advertising rates, sample scripts, and follow-up materials. Need something else? Let us know!

www.facebook.com/orchestraNA
www.orchestrana.org

. . . and you can also

Spread the Word

Let people know about us and our mission in the community.

One of the best things you can do as an ONA member is talk about us! Let everyone in your circle know about our orchestras, our mission, and our events. Spread the word by simply telling your friends, family, and colleagues about us, or harness the power of Facebook! Follow us, share our posts, and let people know you're participating in or attending our events.

Volunteer

Whether you're lending a hand or hosting an event, your help is key.

We have several new fundraisers on the horizon. Consider volunteering as these events arise. Only have a little time? Everything from posting concert fliers to helping with other, short-term projects makes a difference!

GETTING STARTED

No matter your method, start here for successful fundraising.

Know your orchestra

Our Support Kit, as well as this packet, has lots of great information about ONA and YONA, including our history, our services, and our goals for the future. There's also lots of great information on our website. Other questions? Ask away!

Utilize your network


We all have our circles of strength. Who do you know who believes in the power of community arts and might be willing to make a contribution? Make a list of potential donors and decide how you'd like to contact them.

Tell your story

Your story is the most important one of all. Tell people what ONA means to you or how the organization has impacted your life, or if you know how someone else has been impacted, share their story. Stories are often the most powerful tool we have in fundraising.

Work together

No need to go it alone! Find another orchestra member to work with to double your network and your impact!



I learned more in the last year of being in ONA than I have in seven years of playing violin . . . I never want to stop playing music.
-Christina G.

KNOW THE MANY WAYS TO SUPPORT US!

SPONSORSHIPS AND ADVERTISING

We have great options for affordable advertising in our concert programs and for season sponsorships. This is a great way to support community arts and gain exposure for a business.

www.orchestrana.org/sponsor-and-advertise

AMAZON SMILE

If you shop Amazon or know people who do, consider Amazon Smile! Amazon will donate 0.5% of the price to the charitable organization of your choice: smile.amazon.com.

www.orchestrana.org/other-ways-to-help

DONATIONS

Donations are an important source of revenue for ONA. In addition to audience donations, we accept donations at any time from individuals wanting to further the mission of ONA. Everybody has a different capacity to give and we appreciate all donations, no matter the amount! Donations can be made online or by check.

www.orchestrana.org/donate

OTHER FUNDRAISING EVENTS

ONA hosts other fundraising events throughout the season. Consider volunteering for these events or just spread the word! Updates on our fundraisers are online at www.orchestrana.org/other-ways-to-help.

www.orchestrana.org/other-ways-to-help

MUSIC SPONSORSHIPS

For just \$50, individuals can sponsor a piece in an upcoming concert. Sponsors may speak about the piece at the concert or write something for the concert program about what makes the piece special to them.

www.orchestrana.org/other-ways-to-help

EVENTS

Encourage those you know to follow us on Facebook and visit us online for up-to-date information on our events.

www.orchestrana.org/concert-events
www.facebook.com/orchestraNA

ONE STEP AT A TIME

1

Read it over.

- ONA Information Packet
- Advertising and Sponsorship Information
- ONA Website
- Season Dates and Programming

2

Make the ask.

Share our mission. Tell your story. Make your request. We have material you can leave with those you approach, all of which is online. Need a hard copy? Let us know.

3

Follow up.

Send reminders or follow up with those you've already contacted, whether you've asked them to sponsor us or if you've asked them to join us.

4

Send our thanks!

We have **Thank You** postcards for your use to send to those who support us or you can send your own message.

Sending a message online?

Facebook Script Sample

Orchestra Northern Arizona, Flagstaff's community orchestra, is beginning rehearsals for its next season on August 21. I'm playing! If you play an instrument or have played in the past, come join me at the first rehearsal! If you need more info, go to the ONA website at orchestrana.org.

Do you know a young musician who would be interested in playing in a full orchestra? Youth Orchestra Northern Arizona is looking for musicians for its 2017-18 season. It's a lot of fun and a great experience for them. Students can sign up at www.orchestrana.org/youth_orchestra.

Orchestra Northern Arizona and Youth Orchestra Northern Arizona are looking for season sponsors and advertisers! This is a great way to support the arts in Flagstaff and get a little exposure for your business. Check us out at www.orchestrana.org/support. Thanks!

Why Support ONA?

We believe that the arts should be available to everyone. The arts are not a privilege for a select few. We offer four free concerts per year for our Flagstaff community and families with children are always welcome. ONA is the only orchestra in Flagstaff that gives all musicians, regardless of experience or background a place to learn and perform symphonic music.

Musicians

We serve over **70 musicians** per season in ONA, from those in their teens to those in the 80s.

33%

Over the last three years, musician membership in ONA has increased 33%.

70%

Seventy percent of our musicians say that participation in ONA has increased their opportunities to play with other performing groups.

We now also serve over 40 young musicians with Youth Orchestra Northern Arizona.

Ensembles

Opus ONA, an ONA string quartet, performs for at least six non-profits, schools, and assisted living facilities, reaching over 600 people.

If you, too, are in an ensemble that primarily consists of ONA members and would like more information on this program, let us know!

Audience facts

ONA's free, family-friendly, and informal concerts draw an average of **250** per concert. Our surveys show that we have both new audience members (27%) and returning ones (73%). We believe this return rate is a direct result not only of our programming but also of our fun and informal delivery.

10%

Ten percent of our audience says that by making our concerts free, we make it possible for them to attend.

15%

Children under 18 make up an average of 15% of our audience. Our programming is new to **30%** of youth who attend.

20%

Big and getting bigger. Our audience has increased 20% over the last three years.

YONA concert events draw an average of 150 people.

Continuing Education

As musicians, we are engaged in life-long learning. ONA provides educational enrichment for its musicians by providing master class or workshop opportunities for at least two instrumental sections per season. *Want one for your section? Let us know!*

TALKING POINTS

WHAT DOES IT TAKE TO RUN A COMMUNITY ORCHESTRA?

Time, effort, and money. Each Orchestra Northern Arizona season, which now includes the season of Youth Orchestra Northern Arizona, costs approximately \$67,000. These costs include:

- Stipends for our artistic director, assistant conductor, concertmaster, and support staff.
- Rent for our rehearsal and performance venues.
- Advertising and promotional costs.
- Programming costs, including continuing music education for our members, equipment purchases, music purchases, and program expansion.

MUSIC TO OUR EARS!

Did you know that ONA has met its short term goal of financial stability in 2016 by securing an operational emergency fund in the amount of \$20,000, putting us firmly on the path of becoming a fixture in our Flagstaff community.

Revenue sources by major category . . .





Get In Touch

Orchestra Northern Arizona 809 W. Riordan Rd. #100-261 Flagstaff, AZ 86001

www.orchestrana.org www.facebook.com/orchestrana

helloorchestrana@gmail.com 928-216-1339



ORCHESTRA NORTHERN ARIZONA

Flagstaff's Community Orchestra. Informal, classical, fun, free!

David Cripps, Artistic Director

Jeff Good, Assistant Conductor

