

# Tafelmusik

## <<sample>> Board Member Individual Work Plan for Susan White, Board member 2005/2006 Season

### *Our Commitment to you:*

We appreciate all that you do as a board member at Tafelmusik. As a staff, we promise to:

- Provide up-to-date, accurate information on Tafelmusik activities and related financial results on a monthly basis
- Share areas of need within revenue requirements
- To supply you, in a timely manner, with fundraising information and training (including proposals and letters) as requested, and accompany you on calls as you see fit
- To support you in any way we can as you forward the cause of great music!

### *Your Commitment as a board member at Tafelmusik:*

#### **1. To attend Tafelmusik's wonderful concerts as a Subscriber**

Subscription to Tafelmusik 2005/2006 season



#### **2. To make a Leadership Donation each year**

Personal Leadership Donation during the 2005/2006 season



Date Rec'd: October 26, 2005 Amount: \$5,000

#### **3. To help make Tafelmusik's Spring Gala a success!**

Sell 10 tickets (\$150 each) to the 2006 Spring Gala



And/or Sell \_\_\_ tables (\$2,500 each) to the 2006 Spring Gala



Acquire three significant auction items for the 2006 Spring Gala



Proceeds from the gala support Tafelmusik's education and artist training programs.

#### **4. Other Projects (Examples)**

##### ***Project A: Help secure one corporate sponsorship***

Name of Company: Company XYZ

Board Member's Contact at XYZ: Bob Smith

Goal (what we are hoping will happen): \$7,500 performance sponsorship

Background information: This company has never supported Tafelmusik, although Mr. Smith is a fan of baroque music. Susan's company is a client of Company XYZ.

Next Steps:

Susan: week of October 31, 2005 - Susan to call Mr. Smith to set up a meeting, including Susan, Mr. Smith, and Christy, to talk about securing a sponsorship.

Christy: will prepare appropriate materials including concert sponsorship proposal to take to the meeting.

***Project B: Help attract one Continuo Circle Donor (\$1,000+)***

Board Member's Contacts: Kay and Matt Singh

Goal: New Continuo Circle Donors at \$2,000 level

Background information: The Singhs have attended several concerts with Susan and have enjoyed the performances. Their daughter used to be a member of the Chamber Choir.

Next Steps:

Susan: brings her acquaintances' names forward to the development department.

Christy: writes a special personalized letter inviting the Singhs to become Continuo Circle members and will give this letter to Susan.

Susan: will sign, include a handwritten note at the bottom of the letter and mail to her contacts. If no response, Susan will follow up with a phone call if she feels it appropriate.

**5. To be an ambassador for Tafelmusik**

To open doors to people of influence and arts supporters (bring Tafelmusik into your conversations with key people on a regular basis).

- *Big Picture*: Founded in 1979. Led by Music Director Jeanne Lamon C.M., we are one of the world's leading period performance ensembles. All members of the orchestra are specialists in historical performance practice.
- *Home Performances*: Tafelmusik performs over 50 concerts a year in Toronto at Trinity-St. Paul's, in addition to concerts at George Weston Recital Hall and other venues throughout GTA.
- *Touring*: Extensively around the world, including prestigious national and international festivals. Tours approximately seven to nine weeks each season.
- *Recording*: Tafelmusik has released over 70 CDs including our first TafelKids CD (November 2005)
- *Artist Training*: Investing in the next generation of musicians: Founded the Tafelmusik Baroque Summer Institute in 2002. Tafelmusik is the Baroque Orchestra-in-Residence at the Faculty of Music of the University of Toronto.
- *Education*: Innovative programmes, reaching 6,000 students, teachers and families each season. Many programmes offered free of charge.
- *Choir*: The award-winning, Tafelmusik Chamber Choir, specializing in baroque performance practice and vocal technique, was formed in 1981 to complement the orchestra.
- *Awards*: Receives awards every year (see awards sheet in board manual). Has received seven Juno Awards. In 2005, Tafelmusik received a Grammy Award nomination and two Juno Awards.
- *Fiscal Responsibility*: Tafelmusik has no accumulated deficit and has built its endowment to \$1.3MM. It is currently developing cash reserves to assist with special projects and initiatives in the future.

**Mid-season check-in date with a member of the Board Executive Committee: February 2006**

**Thank you for your work on behalf of Tafelmusik!**