

Technology isn't everything!

Learn more about developing meaningful cross generational relationships that will have a positive impact on your organization today and in the future.

Presented by:

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Buffalo Philharmonic Orchestra



Buffalo
Philharmonic
Orchestra

Key to Success

Personal relationships and strong communication are at the core of successful fundraising.

Regardless of your industry, donors give to organizations and missions that they believe in, but *you* have to be a strong facilitator for your clients to trust that their contribution is being used the way they intended and for them to develop a closer, personal relationship with your organization.



Challenges

We are seeing over a **billion dollars** in wealth changing hands from one generation to the next.

How do you develop meaningful relationships with each generation?

How do you even start the conversation as different generations communicate uniquely?



Answer?

???

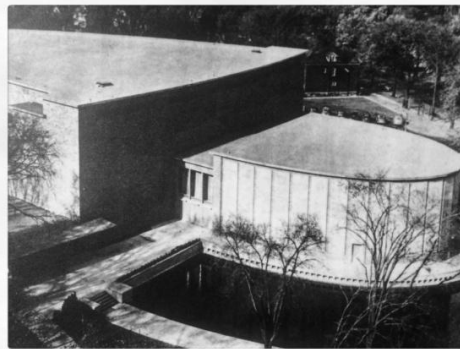
In the next hour we will...

- Share our **successes** and **challenges** in building strong relationships
- Ways we are **communicating effectively** to different audiences
- Help each other **guarantee success** in all our organizations



The BPO is proud to be the leading performing arts institution in WNY since 1935

The BPO was founded in 1935 at the height of the Great Depression and became a cornerstone of our community. Established originally as an Emergency Relief Bureau project, the BPO emerged as a key regional asset for performing arts and education. Today, we are proud to play a leading role in the city's renaissance by strengthening our arts sector and enhancing the national profile of WNY as a thriving civic center.

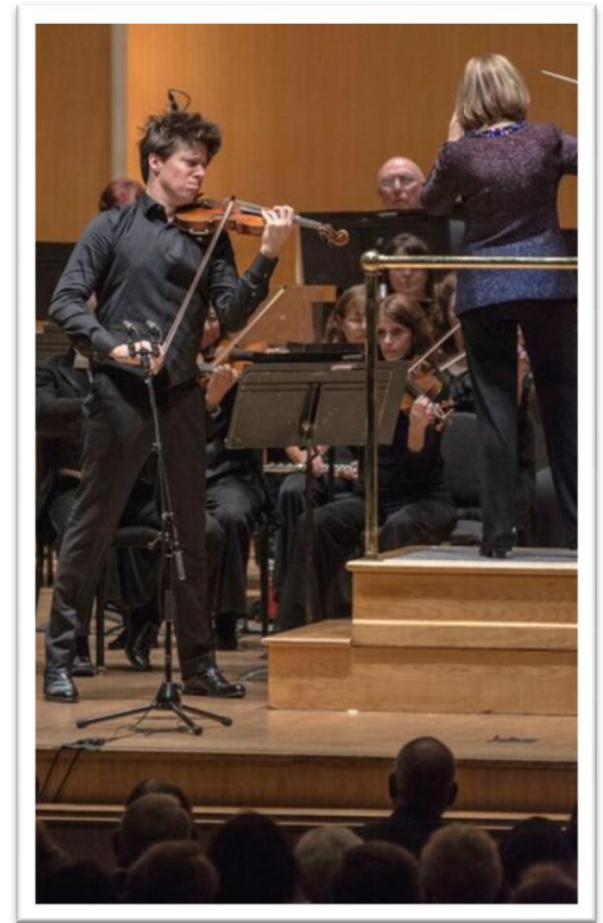


Kleinhans Music Hall has been the home of the BPO since 1940. This national historic landmark celebrates Buffalo's rich artistic history; father-son duo Eliel and Eero Saarinen designed the hall that has welcomed the talents of Michael Tilson Thomas, Lukas Foss and Josef Krips, to name a few.



BPO: Quick Stats

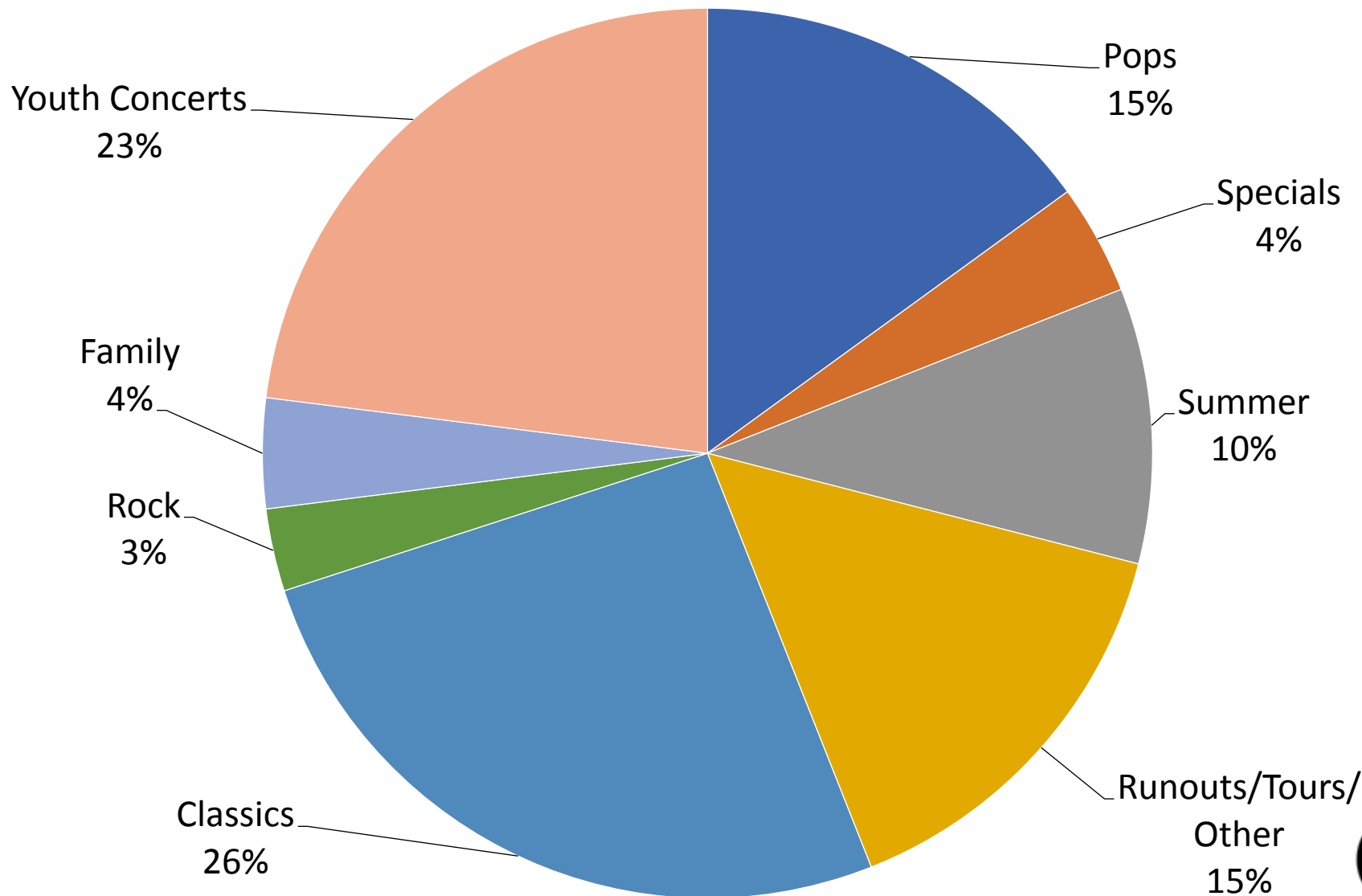
- Generate a conservative annual economic impact of **\$25 million** in the community*
- **\$12 million** annual budget
- **Nearly 40%** of budget is raised through contributions
- **92%** of budget reinvested in Western NY
- **100** full-time employees (73 musicians)
200 part-time employees



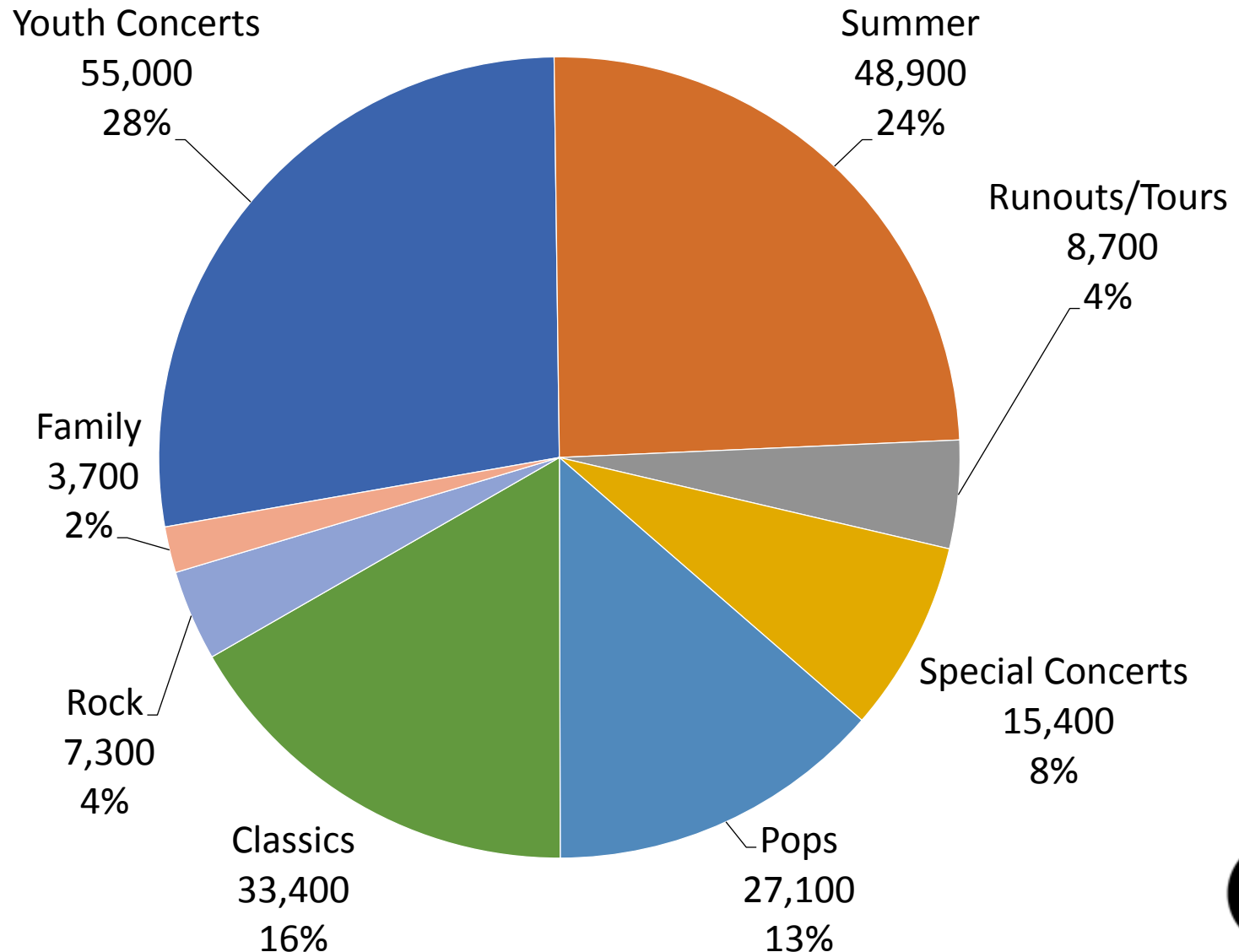
**based on Arts & Economic Prosperity report from Americans for the Arts*



18/19 Concerts – 126 Performances



18/19 Concert Attendance – 196,000



Not Your Average Concert Goer

How do you communicate with a 50 year-old **Rock** concert attendee vs. an 85 year-old **Pops** goer, vs. a 30 year-old **Classical** fan – all with limited resources?



Concert Attendees

Music For Youth
Concert Series



East Side Festival
at the Central Terminal



The Music of The Tragically Hip



Communication is Key

We have done a good job communicating with our older audiences:

- Direct mail
- Newspaper advertising
- Radio
- Word of mouth

We are developing our communication skills with younger audiences:

- Becoming our own content creator
- Increased digital/social media advertising and promotions
- Growing digital ad program
- Seeking new PR opportunities



Meaningful Relationships

What are you doing to create meaningful relationships?



Brand Awareness



The BPO is constantly working on brand awareness and looking for better ways to communicate with our patrons. Mower, an advertising company, has been helping us with a new look and approach.

mower



Quiz Time!

Test your millennial IQ!

How fluent are you in millennial? Match the correct definition to the millennial slang words.

1. Salty

- A. Someone who is especially tough and aggressive
- B. A briny, brackish taste
- C. Acting upset or bitter

2. Extra

- A. Over-the-top behavior
- B. Something unexpected in addition to the normal protocol
- C. Adding another member to your usual group of friends

3. Receipts

- A. Evidence of a person's hypocrisy pulled from past text conversations
- B. Written evidence of goods or services purchased
- C. Proof someone has romantic intentions

4. Basic

- A. Someone only interested in mainstream or popular things
- B. A foundational starting point
- C. The essential gear and skills you need to achieve perfection

5. Dead

- A. No longer alive
- B. When you're euphorically happy
- C. Knowing something absolutely and completely

6. Ratchet

- A. A device that allows one-way motion
- B. To cause something in a relationship to irreversibly change
- C. When you look terrible because your life is of the rails

7. Ghost

- A. An apparition of a dead person
- B. Someone who can't let go of a failed a romantic relationship
- C. When you completely disappear after showing interest or hanging out

8. Goat

- A. Go On And Text
- B. A barnyard animal
- C. Greatest Of All Time

9. Shook

- A. To be confused or in utter disbelief
- B. The past tense of shake
- C. To be emotionally disturbed

10. Dank

- A. To smell musty after a workout
- B. Disagreeably cold and wet
- C. Really cool



Answers

WHAT'S YOUR M-IQ – ANSWERS

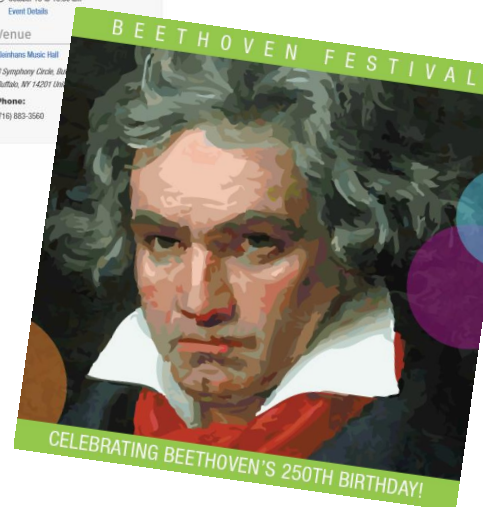
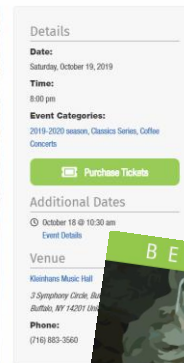
1. Salty
Acting upset or bitter (c)
2. Extra
Over-the-top behavior (a)
3. Receipts
Evidence of a person's hypocrisy pulled from past text conversations (a)
4. Basic
Someone only interested in mainstream or popular things (a)
5. Dead
When you're euphorically happy (b)
6. Ratchet
When you look terrible because your life is off the rails (c)
7. Ghost
When you completely disappear after showing interest or hanging out (c)
8. Goat
Greatest Of All Time (c)
9. Shook
To be confused or in utter disbelief (a)
10. Dank
Really cool (c)

Building Awareness

Just because you are 25 doesn't mean you don't love Beethoven and just because you are 75 that you do. You have to build awareness so people can self select that they want to participate at any age.



Danny Elfman's Violin Concerto





BUFFALO PHILHARMONIC ORCHESTRA
CREATIVE CONCEPTS AND SOCIAL MEDIA OPTIMIZATIONS

mower

STRATEGIC IDEA

The BPO can offer a millennial audience an experience that is relevant to their sensibilities in ways that they are not even aware of.

To reach them we must:

Surprise

Connect



2,500 Followers

3.1%

ENGAGEMENT RATE

Interactions 5,333

Posts 68



36,360 Followers

.17%

ENGAGEMENT RATE

1,016

16



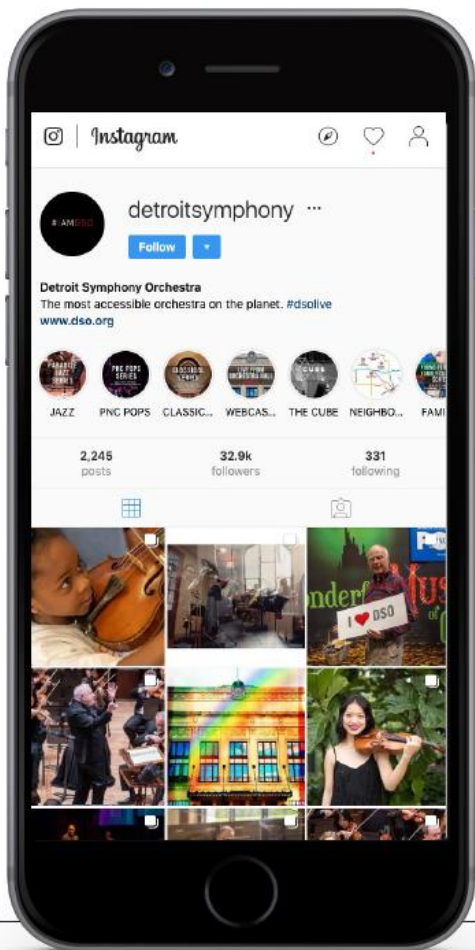
9,240 Followers

.04%

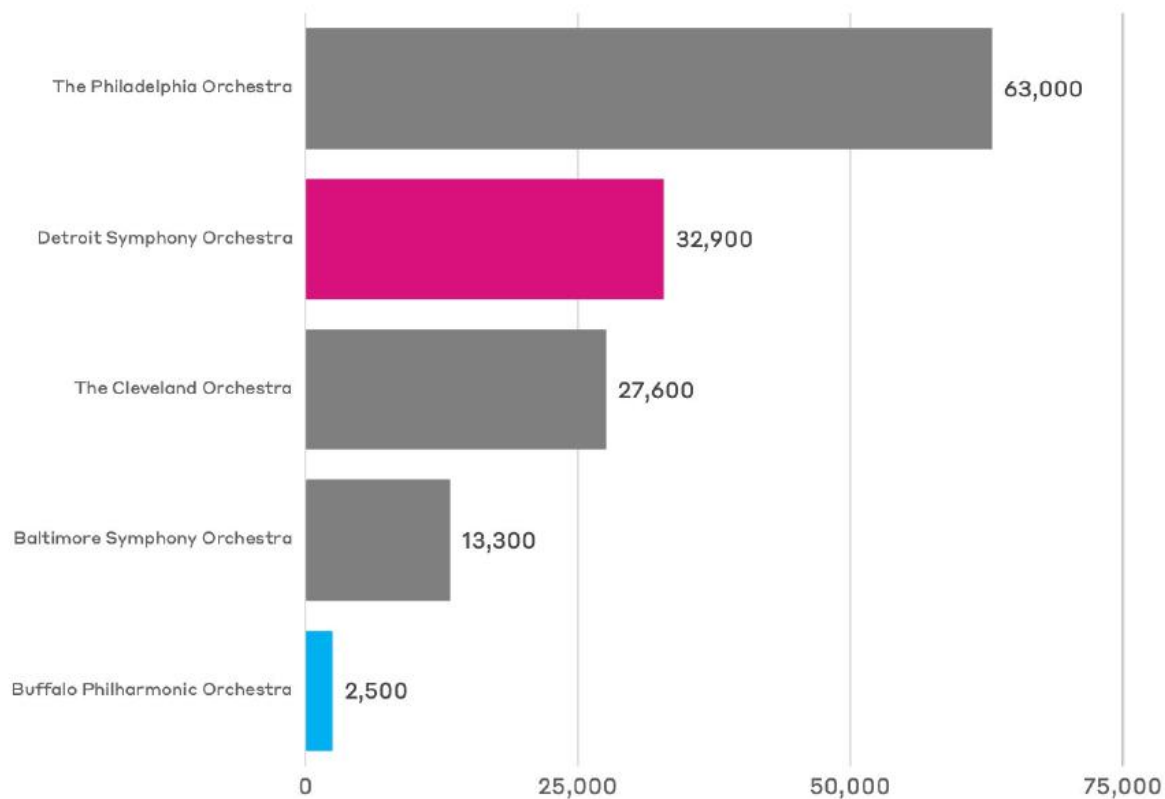
ENGAGEMENT RATE

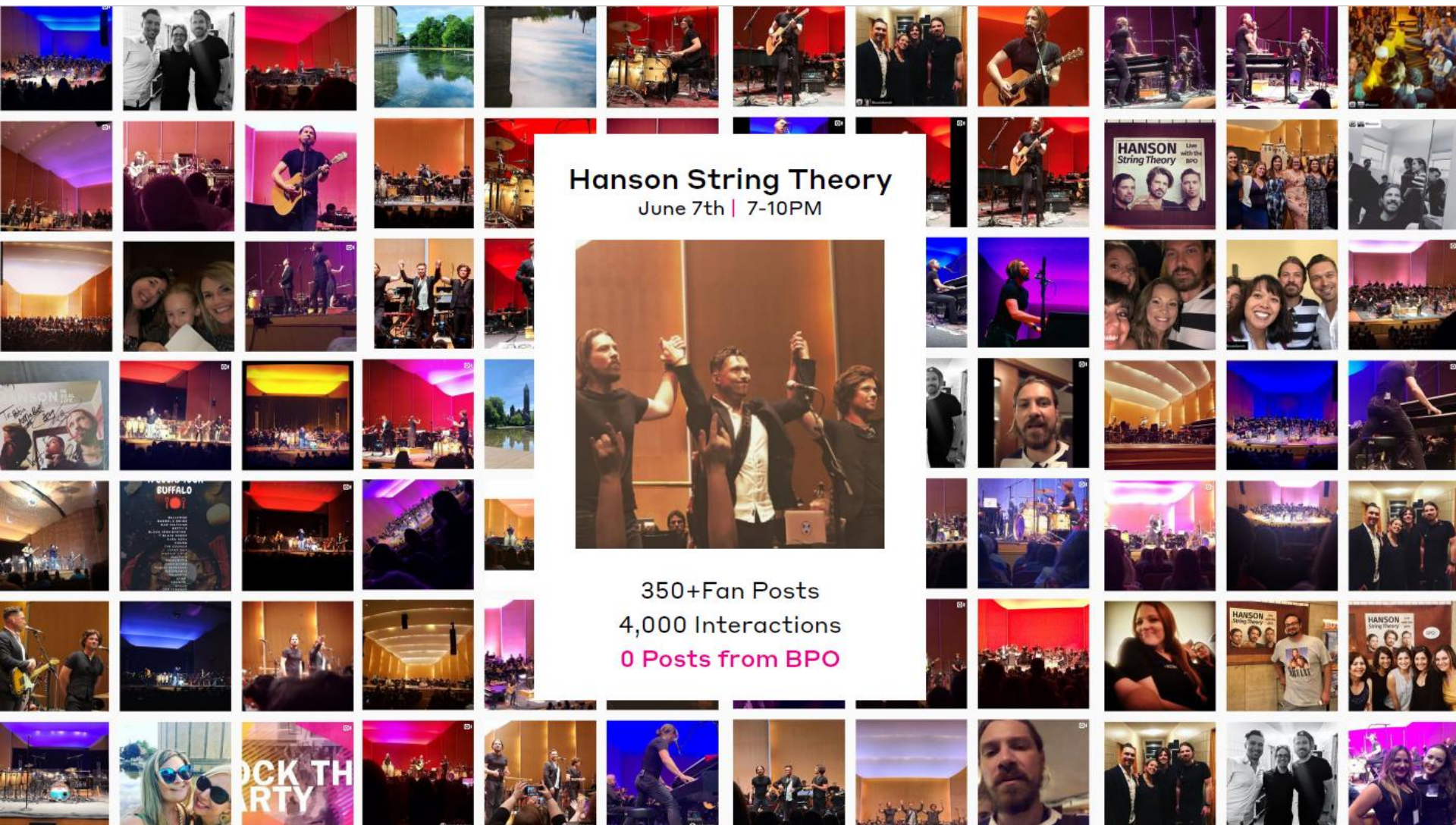
155

36



Instagram Followers





Hanson String Theory

June 7th | 7-10PM

350+ Fan Posts
4,000 Interactions
0 Posts from BPO

Are We Reinventing the Wheel?

This is a fresh new look and approach for the BPO, but it's important to note that it isn't actually reinventing the wheel. We are simply taking the same content we share with all generations and are just tweaking it a bit to hopefully engage new audiences.

The Annual Fund is a significant revenue source for the orchestra covering nearly 40% of our expenses. This season, the BPO must raise \$3.825 million through our Annual Fund campaign and you are a significant part of this relationship.

You allow the orchestra to perform nearly 120 concerts each season with a combined attendance of over 200,000.

You help us positively impact the lives of over 50,000 students each year through education and outreach programs.

You invest in Western New York when you contribute to the BPO. The orchestra employs 100 full-time and 300 part-time employees and 92% of our budget is reinvested into our local economy.

We invite you to make a tax-deductible gift of any size which will allow the orchestra to perform the music we love for the community we love. Please call (716) 242 7829 to make a gift or for further information.

There are additional ways to support the BPO!

- Next Generation Education Fund
- Corporate Sponsorships
- Recording Arts Society
- Endowment Support
- Planned Giving



Feel The Love

Did you know ticket sales cover less than 50% of our operating costs? That's why we rely on the generosity of donors like you to help the BPO continue to inspire the vibrancy of our community all year long by:

EMPLOYING 100 MUSICIANS AND STAFF	TO PRESENT OVER 125 CONCERTS A SEASON
FOR UPWARDS OF 200,000 DIVERSE ATTENDEES INCLUDING 55,000 STUDENTS	AND REINVESTING 90% OF OUR ANNUAL BUDGET IN OUR COMMUNITY

Visit us at BPO.org to learn more about the orchestra's events, educational programming and a full list of donor benefits.

Material Refresh

What are some ways you are refreshing your materials?



Shared Experiences & Relationships Are The Future

*Invest your time and energy in developing
meaningful, genuine, personal relationships.*

Recognize what worked 10 years ago may not be as effective today. But if you know your people and work diligently every day to meet their needs and to allow them to be a part of your team, you will find success.

As you know more and more of your constituents, they can be a conduit for creating new relationships among them. Shared experiences and relationships are the wave of the future.

This is what will see your organization through transfers of wealth, and in our case the need to continue to rebuild our audience for the future.



Share Your Thoughts!

Enough talking from me, what are some of your thoughts and insights from today's presentation?



Thank you

Thank you for being here today!

Please feel free to contact me with any questions or to continue the conversation:

Jen Barbee

716-242-7810

jbarbee@bpo.org



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