

CHANDLER SYMPHONY ORCHESTRA

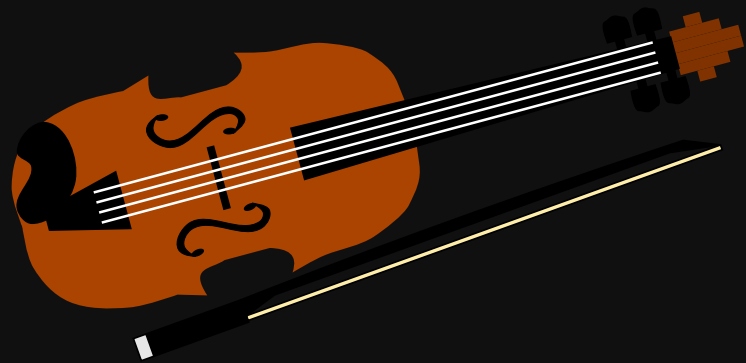
CASE COMP

TEAM #01

About Us



- Maestro Jack Herriman in Mesa Community college late 80s.
- Originally named San Marcos Symphony in 1993
- Re-named to Chandler Symphony Orchestra in 2006



Our Missions

Serves the greater Chandler community by providing a series of classical concerts, free of charge to the general public, performed by voluntary professional musicians.



What We Offer:

- Full orchestral concerts
- Chamber music events
- Educational outreach programs
- Special community performances

Proposals



Social Media Enhancement



Website Revamp

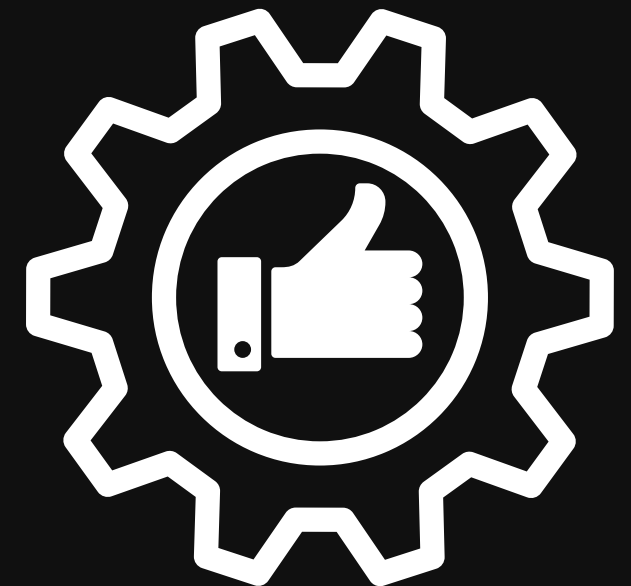
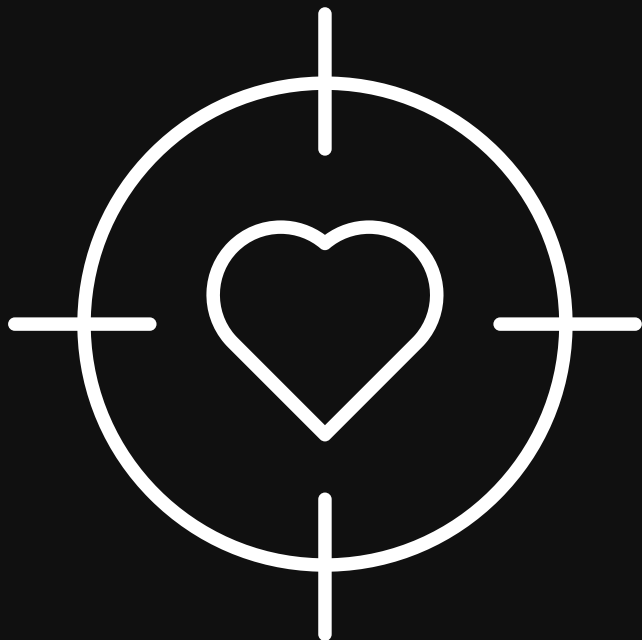


Fundraising Campaign Expansion



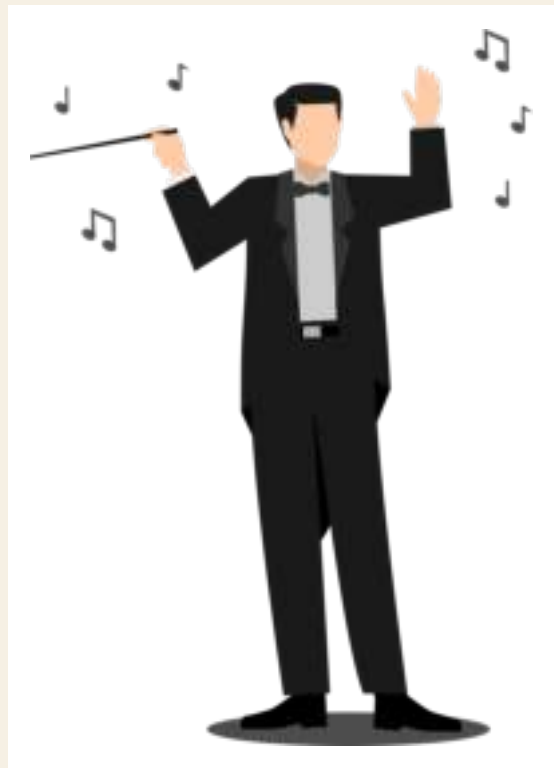
Bottom Line

We aim to attract new and diverse audiences, increase fundraising and support, and refresh the Chandler Symphony Orchestra's branding as a vibrant, welcoming community spirit, all while maintaining our core value.



Background & Analysis

*Classical streams by
people under 35
increased by 17%
(Pacific Symphony)*



*#Classictok has 53
million views on
Tiktok (BBC 2023)*



*Younger audiences
prefer short and
visual content on
social media*

Why This Matters

Social media is a primary tool for introducing classical music to younger audiences (Symphony 2022)



Updated online presence shows CSO is dynamic - not outdated

explain current problems with CSO and how we plan to re shape them

Lays the foundation for long lasting relationships



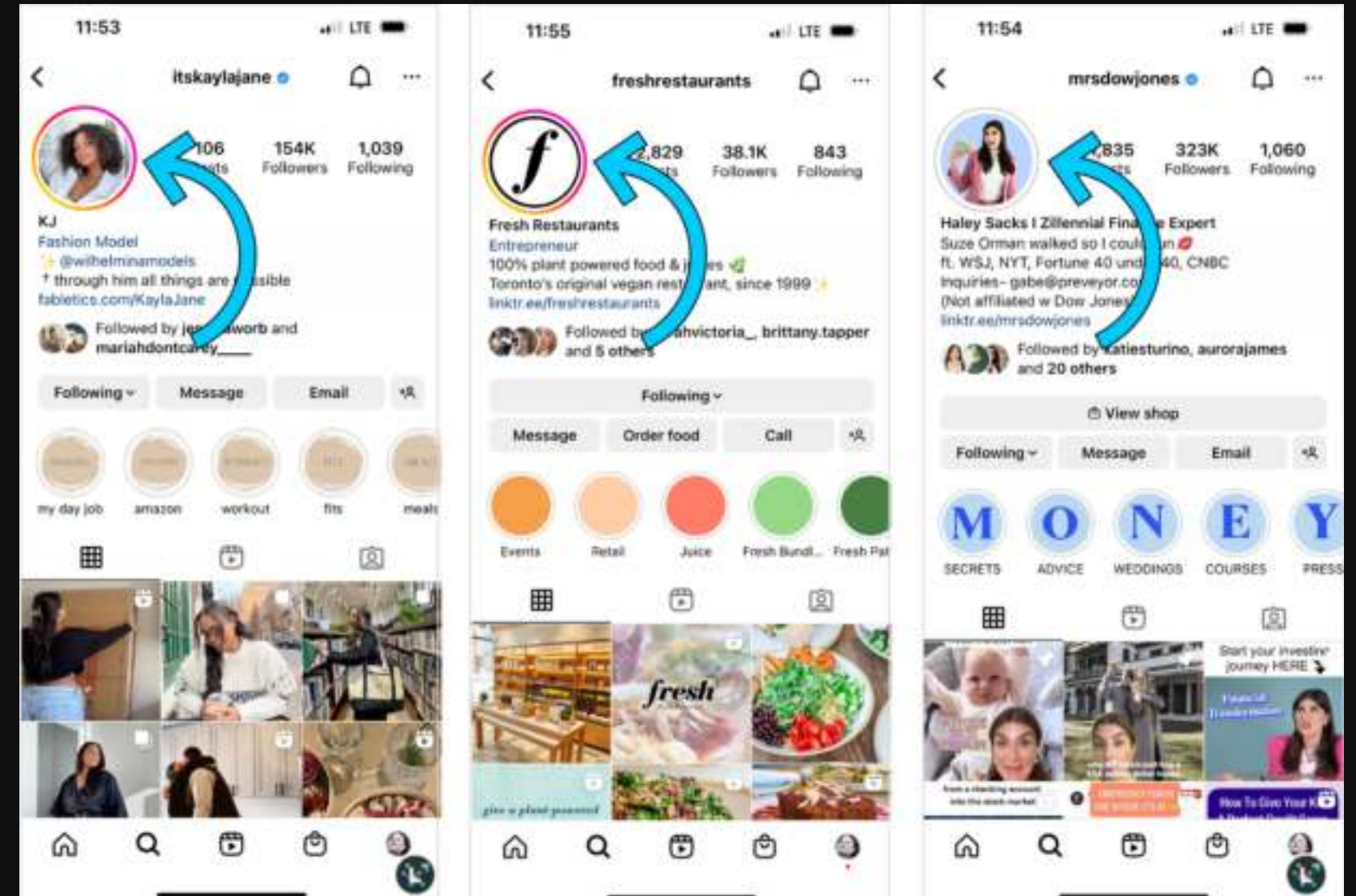
Recommendations

Part 1: Social Media

★ Use trending formats

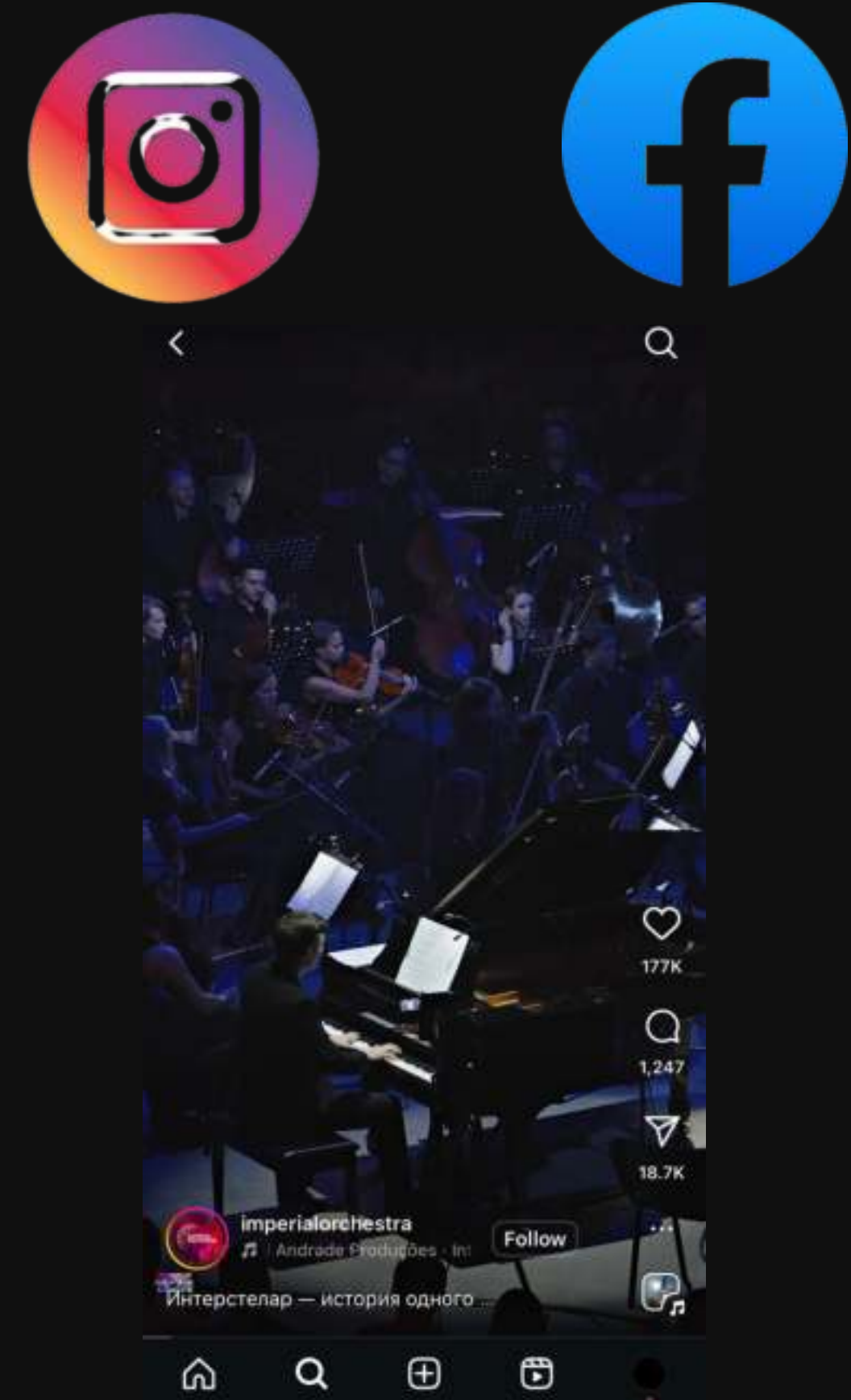
★ using countdown stickers on IG
Stories and Facebook

★ Captions written in a conversational tone



Social Media

- 30–60 sec behind-the-scenes reels = exclusive content people love.
- Videos get 48% more views and 135% more reach. (Social Media Today, 2023)
- Viewers remember 95% of videos vs. 10% of text. (Insivia, 2023)
- Music boosts message memory by 60%. (Pandora for Brands, 2023)



Part 2: Website

- Goal: Increase audience engagement and attendance, especially targeting newer and younger audiences
- Focus Areas:
 - Flyers
 - "Your First Concert" Website Guide
 - Audience Feedback Survey



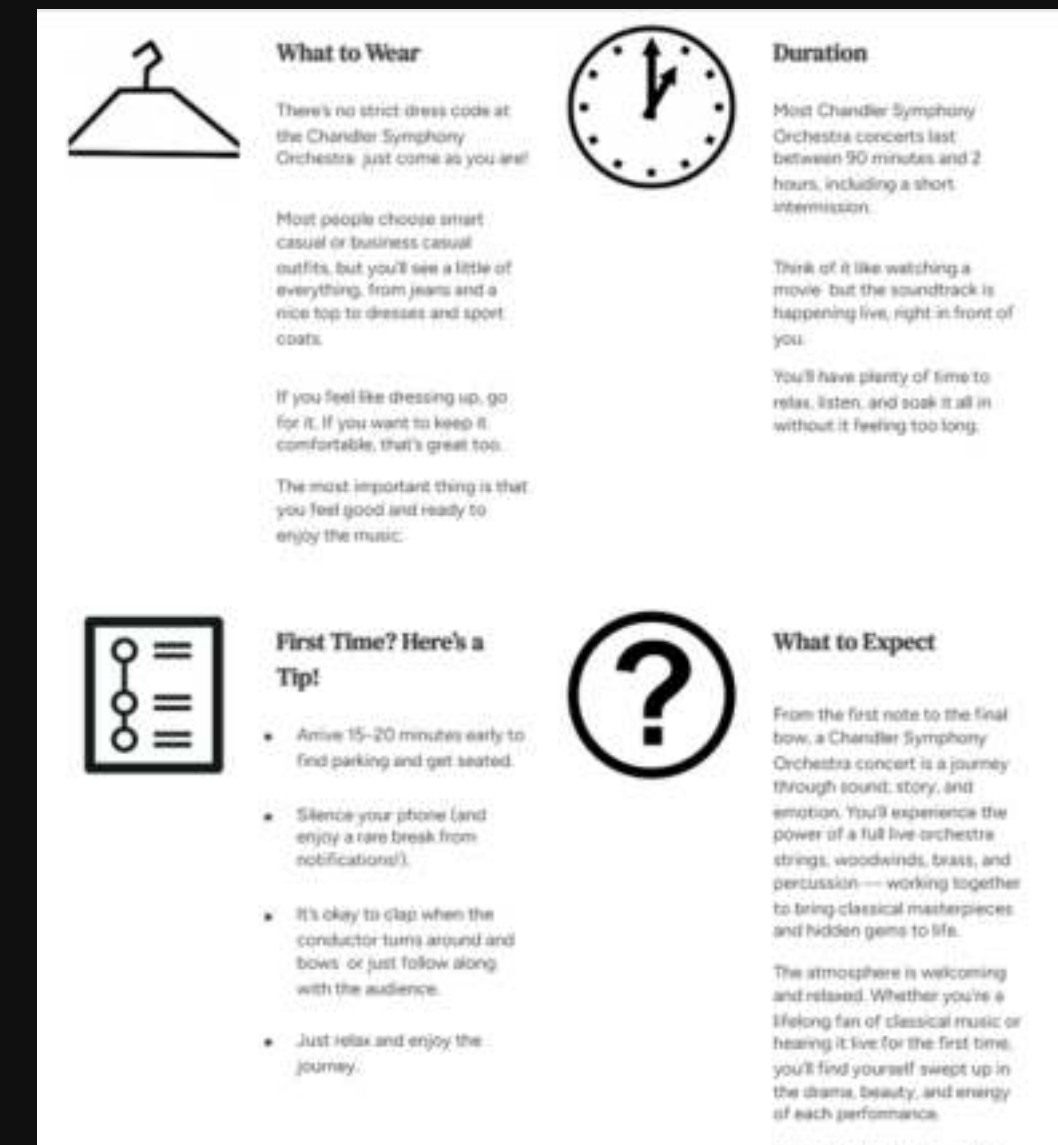
Flyers Initiative

- **Purpose:**
 - Welcome first-time attendees
 - Offer key event information
 - Encourage survey participation
- **Design Features:**
 - CSO branding
 - Fun facts about classical music
 - QR code linking directly to the survey
 - Call to action: "What Songs Would You Like to Hear?"



'Your First Concert' Website

- **Purpose: Demystify classical concerts for new audiences**
- **Sections Included:**
 - **What to Expect / Wear**
 - **Concert Duration**
 - **Fun Movie/Show Music Facts**
 - **Instagram Link and Newsletter Sign-up**
 - **Song Suggestion Form (Survey embedded)**
- **Link to website**



'Your First Concert' Website

- **Survey Highlights:**
 - Favorite types of music
 - How they heard about CSO
 - Interest in pre-concert activities
- **Distribution:**
 - Flyers with QR codes
 - Website integration
 - Concert event screens (optional future idea)

 **Chandler Symphony Orchestra**
Audience Survey 

Thank you for taking a moment to help us grow! Your feedback helps us create better experiences for our community.

1. Have you ever attended a Chandler Symphony Orchestra concert?

☐ Yes

☐ No

☐ Not yet, but I'm planning to!

2. How would you describe your experience (or expectations) with the Symphony?

☐ Very enjoyable

☐ Enjoyable

☐ Neutral

☐ Somewhat disappointing

☐ Very disappointing

☐ I haven't attended yet

☐ Other: _____

3. What would you like to see more of at our concerts? (Select all that apply)

☐ Family-friendly programming



Potential Impact

- **Stronger Audience Connection:**
- **Modernized Image:**
- **Foundation for Future Growth:**



Recommendation 2

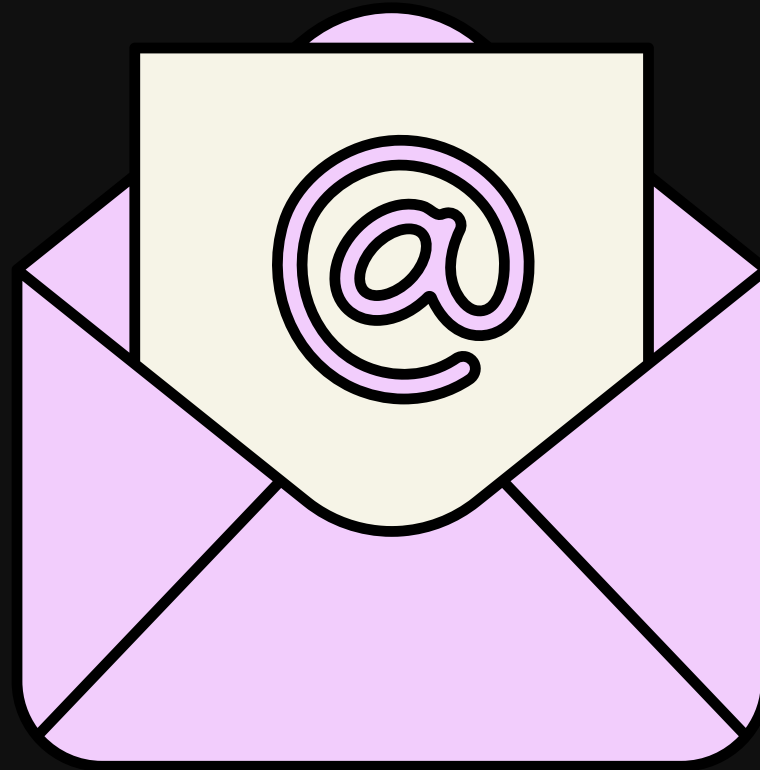
Fundraising Donors Campaign - Targeted Email Outreach



Campaign Overview



**Goal: Build
connections and
boost donations**



**Segmented
fundraising through
targeted emails**



**Messages tailored to
each audience group**

Audience Segments & Messaging

Past Donors



"We Miss You" +
Invite Back

Current Donors



"Thank You" +
Celebrate Support

New Attendees



"Thank You for
Joining" + Invitation
to Give

Why We Chose the Long Haul Model



Focuses on long-term donor relationships



Builds consistent emotional connections

updates

Trains audience to expect regular updates



Supports sustainable growth over time

Email mock-ups

CHANDLER SYMPHONY ORCHESTRA

WE MISS YOU

Hi Patricia,

Thank you so much for the support you've given us in the past. Your generosity helped bring beautiful, live classical music to our community, and we are so grateful to have had you with us on this journey.

DID YOU KNOW?

One of our incredible musicians, Neal Muzzy once performed a Rachmaninoff piece on a tuba at a college recital!

The spirit and talent of our musicians help make every CSO concert magical.



A LITTLE STORY FROM PAM:

At one of our concerts, we offered the audience a chance to play the gong with a \$200 donation.

One supporter was so excited, they literally ran to the lobby during intermission to claim the honor!



SUPPORT OUR UPCOMING SEASON

If you would like to help keep classical music alive for everyone in Chandler, we invite you to support CSO once again.

[DONATE NOW](#)



CHANDLER SYMPHONY ORCHESTRA

Thank You for Joining Us!

Hi Patricia,

Thank you so much for attending a Chandler Symphony Orchestra concert! We hope you enjoyed the music, the atmosphere, and the spirit of live classical performance.

Did You Know?

Every musician on our stage is a volunteer, sharing their talents out of pure passion for classical music. Their dedication keeps CSO's performances magical—and free for the community!

A Little Story from Pam:

At one concert, we offered a chance to strike the opening gong with a \$200 donation—and one guest was so excited they literally sprinted to the lobby during intermission! Moments like that remind us how much joy and connection live music can bring.

Support the Music You Love

If you would like to help us continue offering free concerts and

CHANDLER SYMPHONY ORCHESTRA

Thank You!

Hi Patricia,

We are so thankful for your ongoing support of the Chandler Symphony Orchestra! Your generosity keeps the music alive and helps us continue offering free classical concerts to our community 🎵

Did You Know?

Our talented percussionist, Neal Muzzy once performed a Rachmaninoff piece on a tuba at a college recital – a fun reminder of the spirit and dedication that every CSO 🎵



A Little Story from Pam:

At one of our concerts, we invited the audience to donate for a chance to play the gong – and one supporter was so excited, they literally ran to the lobby to donate during intermission! Moments like these show the love and excitement our supporters bring to CSO.

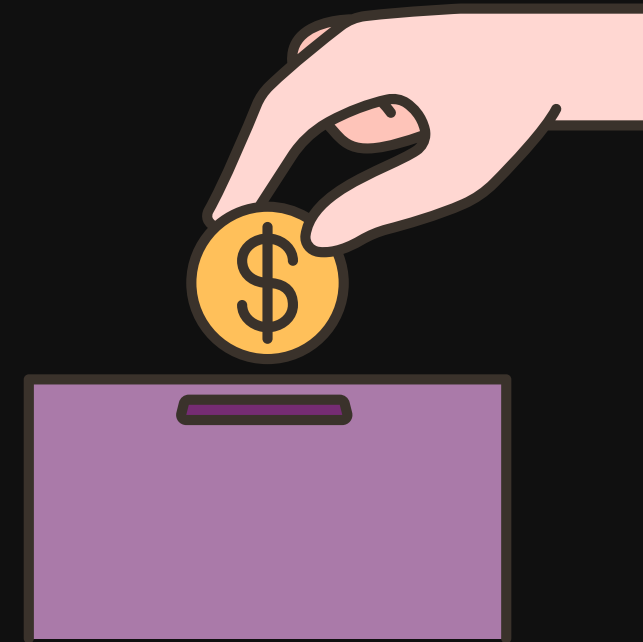


[DONATE NOW](#)

Case study - ACSO



**Personalized
emails to past,
current, and
new donors**



**2.5x increase
in donor
households**



**Built long-term
donor loyalty
through consistent
communication**

Response

KPI's, Timeline, Budget



Key Performance Indicators

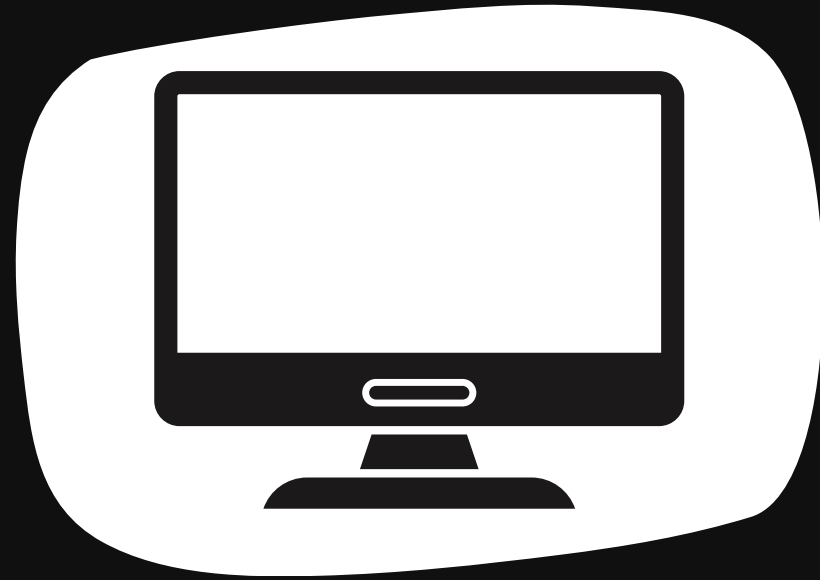
15% increase in average
donations (Bergaurer, 2023)

20% increase in younger audience
attendance (ABPP, 2024)

15% increase in Social Media
impressions (Capacity Interactive)
(Colling Media, 2024)

Timeline

CSO 2025-2026 Season



Website and Outreach

Sept - Nov



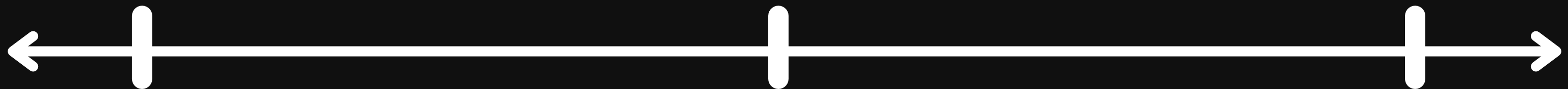
**Launch Campaign
(Braziel, 2025)**

Nov - April



Analyze Results

April - May



Campaign Budget

\$5,000

Performances and
Operating Costs

\$8,000

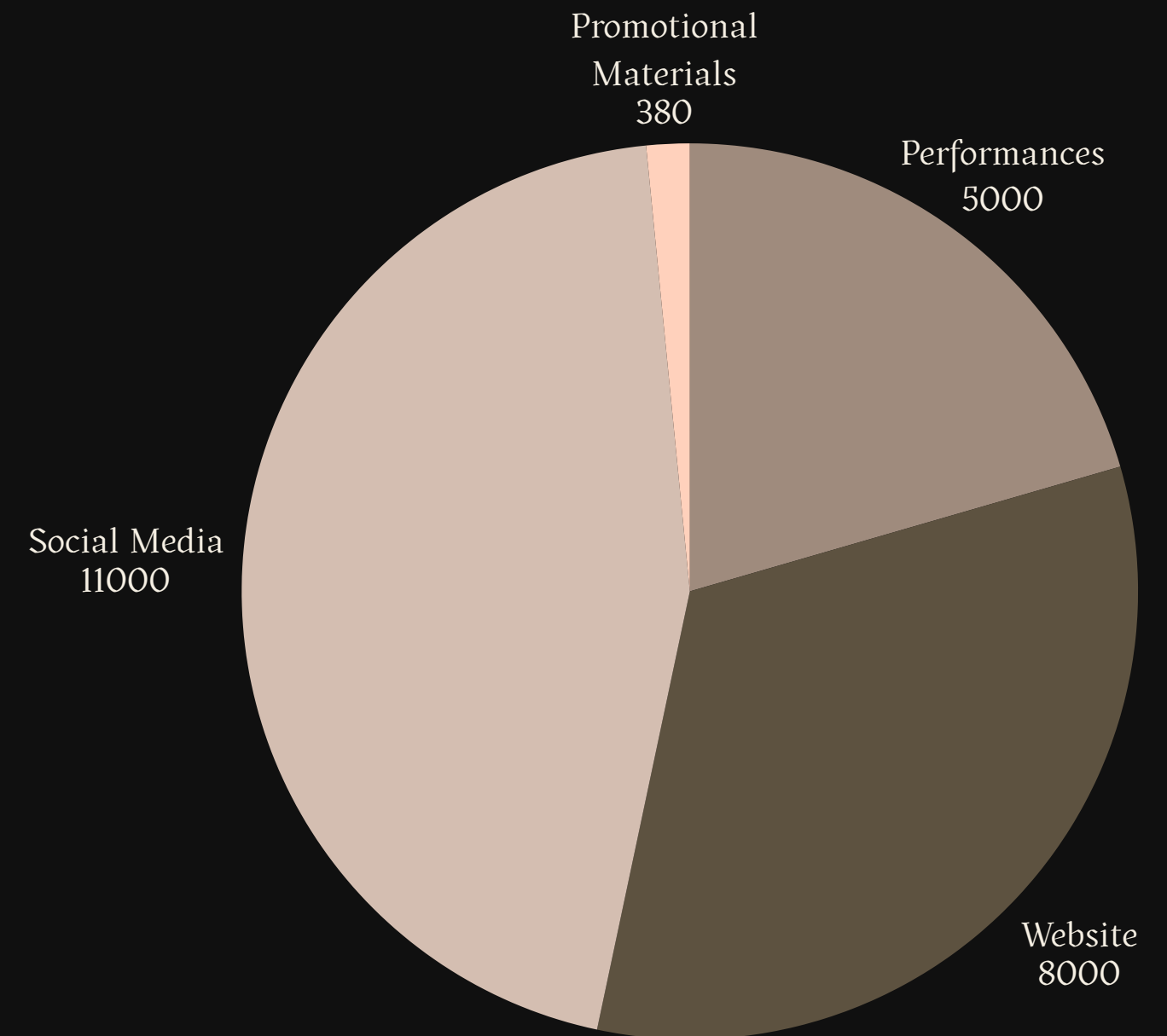
Website Refresh
+ Add Page
(310 Creative, 2025).

\$11,000

Social Media
Management
(SocialSellinator, 2024)

\$380

Promotional Materials
(500 Flyers and 20 Posters)
(Staples)



Total = \$24,380

Detailed Campaign Budget

Performances and Operating Cost:

- Music rental/purchase
- Tech staff
- Venue
- Printed programs
- Paying soloist/extra players
- **Total = \$5,000**

Social Media Management:

- Average cost for full service management is \$2,500
- Add 10% to be conservative $\$2,500 * 1.10 = \$2,750$
- $\$2,750 * 4 \text{ months} = \$11,000$
- **Total = \$11,000**
(SocialSellinator, 2024)

Website Refresh + Add Page:

- Freelancer average cost \$2,000 - \$10,000
- Agency average cost \$10,000 - \$50,000
- $\$10,000 \text{ (Freelance)} * 0.80 \text{ (simple job)} = \$8,000$
- **Total = \$8,000**
(310 Creative, 2025).

Promotional Materials:

- Flyers are \$0.32 each
- Posters are \$11.00 each
- 500 flyers; $\$0.32 * 500 = \160
- 20 Posters: $\$11.00 * 20 = \220
- $\$160 + \$220 = \$380$
- **Total = \$380**
(Staples)

Totals:

\$5,000

\$8,000

\$11,000

+ \$380

\$24,380

Total = \$24,380

CHANDLER SYMPHONY ORCHESTRA

THANK YOU

QUESTIONS?