

Traditional media is not used directly for fundraising efforts but rather for ticket sales marketing. Radio, television, and print ads are the main means of advertisement for the Symphony and as a result create a greater audience to be solicited. The Symphony also uses virtual means. SSO officials believe that the Internet, even though it does not bring in many donations, is an effective way for potential and current donors to learn more about the Symphony, its programs, and fundraising opportunities.

1. Given ways on how the Symphony segments its constituents, what might be some other examples as to how they could segment their ticket buyers and solicit them?
2. Given the techniques used by the Symphony, what might be some specific strategies as to how donors and potential donors could be won, kept, and lifted?
3. The more engaged someone is with an organization, the more likely they are to invest into the organization. Using volunteers is a great way to turn a non-donor into a donor. How might the Symphony engage its volunteers to assist in each of the fundraising activities?