

The Westchester Symphonic Winds
30th Anniversary Gala Committee
needs you to ensure that our organization
remains relevant and vital over our next 30 years!



We ask that you assist us with the following:

MEDIA, MONEY, AND MEMORIES

As we look forward to the next 30 years,
we would like to approach these critical areas of
media, money, and memories as part of an on-going
practice, similar to our musical development, that is
integrated into our WSW artistic culture.

We invite you to join us.

Please read on.

MEMORIES / MEMORABILIA

Do you have...

*memorable photos, concert programs, or
audio/video footage of WSW events or concerts?*



WE NEED YOU

If so, e-mail them in digital format to Barton Green at bartongreenjr@verizon.net or, give him a hard copy of the item to be scanned and he will return it to you.

These images will be archived and/or used for the video montage at our gala concert on May 12, 2018.

Moving forward take photos, audio, and video of...

*yourself with concert guests and audience members
your section
conductors
soloists
clinicians*

Images and video will be stored for use in media articles, on our WSW website, and for other promotional initiatives.

We need up to date photos and video!

E-mail images and recordings to Gina & Stan Serafin at MusicBySerafin@aol.com.

If you have guests attending a concert, be sure to get in a picture with them! Follow up with a thank you note with the picture attached.

Share your WSW stories!

If you have a story you would like to share for the May 12th Gala video montage, e-mail Gina & Stan at MusicBySerafin@aol.com. We will incorporate as many anecdotes as possible into the montage. (Sample story starters are below.)

MONEY

Do you know how expensive it is to run an arts organization?

*Do you know that we have **very generous** members who have supported our organization for decades?*

Well, they need partners to sustain WSW over the next 30 years.



as well as your friends, family, and acquaintances!

Do you have...

*friends, family, co-workers, fellow teachers
and art lovers in your life willing to make
a tax-deductible donation to the WSW?*

Have you asked?????

Some folks are practiced in asking for donations for the causes that matter to them. **For those who are not, we will email sample letters that you can “tweak” for the people in your lives.**

Be courageous! Be audacious! Some of the best support for the arts is found through acquaintances, those just beyond our immediate circle of family and friends.

Let the people in your life know how their monetary contributions can have an immediate and lasting impact on culture and community in Westchester!

(SAMPLE LETTER TO SHARE OUT IS BELOW FOR YOUR CONVENIENCE)

MEDIA

*Do you know that we have **very generous** members who work tirelessly to promote WSW and support our website?*

Well, they need partners to sustain WSW over the next 30 years!



Do you have...

*family, friends, or acquaintances
that work in television, radio, or print news?*

Do you have a friend at NEWS 12 Westchester?

We are looking for media contacts and the most powerful, efficient, and cost effective ways to...

*elevate WSW's profile in Westchester and beyond
share and sell tickets to upcoming events
raise money
promote the band's mission
highlight group achievements
reinforce WSW's artistic contributions in Westchester*

Please ask family, friends, and acquaintances if they know someone in media and inquire if they would be willing to speak to our illustrious conductor about our organization.

MEDIA MATTERS. Help us find the individuals and media outlets willing to discover, understand, and promote our unique organization and to share WSW's role in our local educational and artistic communities.

If you know someone in media, please acquire their contact information and forward it to Curt and Dan Harrison.

Sample Story Starters for Montage Interviews

Imagine yourself sitting with one or more band members.

Begin sharing a memory much the way we interact during breaks, or backstage before and after concerts.

Tell a story that begins in a fashion similar to the following . . .

- ***I remember the time when . . .***
- ***I joined the band when . . . I joined the band because . . .***
- ***(name of person) introduced me to WSW back in 19.....***
- ***My favorite concert was . . .***
- ***I love playing (marches, etc.) . . .***
- ***I remember our first time playing at Caramoor . . .***
 - ***. . . Mark and Chris covering the harp part on marimbas***
 - ***. . . that big flag hung at the back of the stage***
 - ***. . . Barton's amazing arrangement of "Funny Girl"***
 - ***. . . Playing Matt Podd's arrangements for Ryan Silverman***
 - ***. . . the generosity/enthusiasm of the Caramoor staff***
 - ***. . . Rachel memorizing the "Stars and Stripes" piccolo solo***
 - ***. . . the beautiful fireworks following the concert***
- ***It was amazing to play on the stage at . . .***
 - ***Tarrytown Music Hall***
 - ***Northwestern University***
 - ***The Palace in Stamford***
 - ***Carnegie Hall***
- ***It was marvelous to play under (name of guest conductor) . . .***
- ***I admire Curt because . . .***
- ***We have so many generous musicians in WSW who . . . will coordinate a master class for band members, find a rehearsal space for sectional rehearsals, who are committed to performing in small ensembles, who will take the time to share knowledge and expertise . . . (etc...)***
- ***I remember the beautiful tribute by the Herko family in honor of their dad's 80th birthday in Nov. 2017 . . .***
- ***As a music teacher, I was thrilled to participate in . . . the side-by-side concert with students from Mahopac. for music educators and their students at the NYSBDA festival up in Syracuse, NY.***
- ***My favorite band composer is . . . because . . .***
- ***I like that the band is committed to playing new works by living composers, such as (name of composer) etc...***
- ***Playing the Theme Music from "Star Wars" . . .***

SAMPLE INVITATION LETTER TO ENCOURAGE UPFRONT TICKET SALES/DONATIONS

Dear [insert name here – always an individual, never a group],

As you know, I perform regularly with the *Westchester Symphonic Winds* at The Music Hall in Tarrytown as well as the Caramoor Center for the Arts' 4th of July celebration. If you have had the pleasure of attending our band concerts, **thank you!** We couldn't do it without the families, friends and fellow music lovers whose ticket purchases and tax-deductible contributions help us bring live performances to audiences in Westchester.

We've got a very special event coming up! I invite you to join us for our **30th Anniversary Gala Concert** – a festive celebration that will feature exciting musical programming, guest conductors, a brilliant soloist and, of course, our director, Curt Ebersole. **Mark your calendar** for Saturday, May 12 at 8:00 PM at Tarrytown Music Hall. Tickets are \$20.00 for general admission, \$15.00 for students and seniors, and children under ten are free. Please visit caramoor.org, select summer calendar and scroll down to July 4 - ***Pops, Patriots, and Fireworks*** to learn more and purchase tickets.

Whether or not you can be there for our Gala Concert, **here's another great way to participate: make a tax-deductible donation** of any size, large or small, to help us launch our next 30 years of making music in Westchester. Click the following link below to make it happen: <http://www.gofundme.com/wsw-30-years-and-beyond>. If your company has a matching funds program, you can magnify the impact of your generosity.

Contributions help us offset expenses that include: underwriting guest soloists, our music library, our conductor, rehearsal/concert hall fees, dues/scholarships for a musician in the band, and capital items such as chairs, risers, and percussion instruments.

I hope to see you at our May 12 concert, **which promises to be memorable.** And if you are able to make a donation to Westchester Symphonic Winds, you will have the heartfelt appreciation of the entire band – as well as the Westchester residents who enjoy our live performances. Thank you very much.

Sincerely,

[your name]

P.S. Here's another reason to join us for the May 12 Gala Concert: In addition to our customary 50/50 raffle, we will hold another raffle where **the winner gets to conduct John Philip Sousa's "Stars & Stripes"** right there on our stage! It's a once-in-a-lifetime opportunity and no experience is necessary! Curt Ebersole will provide a quick backstage lesson, and it's a thrill the winner will never forget.