

CONFERENCE OF CHOPIN COMPETITIONS

Radziejowice, September 20-22, 2016

Fundraising at the Chopin Foundation of the United States

- HISTORY
 - Incorporated in Miami 1977 by Mrs. Blanka Rosenstiel
- MISSION
 - support young talented American musicians
 - promote the music of Frederic Chopin among American audiences

Support young pianists by:

Scholarship program for piano students 14-17, renewable for up to 4 years

National Chopin Piano Competition of the United States (every five years since 1975)

Public performance opportunities for young outstanding pianists

Promote Music of Frederic Chopin by:

- Presenting concerts free to the public
- Offering students free admission to ticketed events
- Membership to offer the opportunity to mix socially with other music lovers
- Publications for piano students and teachers

Fundraising methods/tools

Founder/s

Starting an organization requires funds for initial activities; this is the founder's responsibility to provide them in order to establish the organization

Board of Directors

- Board of Directors should consist of individuals with a potential to donate or raise funds
- The board members should be socially active among the more affluent
- They should willingly share their social connections with your organization

Endowment Fund

Endowment Fund serves to secure future of the organization; it is a continuous process, therefore it should be started as early as possible

Promotion/Marketing

- A target audience has to be established.
- Promotional material and marketing methods have to be crafted specifically to reach them. Use schools of music and music teachers to reach piano students and their parents.
- Prestige is a motivating force for establishing membership

Fundraising Sources

- Government Agencies
- Educational public and private institution
- Foundations
- Individual donors – members and other supporters selected and approached individually
- Corporations
 - To humanize their image
 - To use their sponsorship as a marketing tool

Sponsorship

- Offer name recognition for sponsors in certain categories, such as cash prizes, concert tour, cost of the orchestra, special events, etc.
- Be creative.

Partnerships

With schools of music
concert halls
student orchestra
studios for practicing

Tie-ins with churches, art organizations,
and other presenters

With local associations of music teachers and local families with the pianos, to host the competition contestants

With piano companies/dealers - to donate the pianos and tuning services for the competitions/concerts

At this point I would like to acknowledge a fact which has contributed to the initial success of our organization and which continues to provide a safety net for us. That is, the continued generosity of our founder, Lady Blanka Rosenstiel. Without her vision, passion, energy and . . . her money, the Chopin Foundation of the U.S. would not be as successful as it is.

It must be understood that economic, political and social conditions as varied as they are, must be utilized individually, country by country, to find the humanistic sources of Chopin's music and the desire to bring it to life for both the pianists and the audiences. This was the essence of Romanticism during the life of Frederic Chopin, and it continues to provide a life force in music presentation today all over the world.