



STEINWAY & SONS

INSTITUTIONAL FUNDRAISING GUIDE

BRING THE MAGIC OF STEINWAY TO YOUR INSTITUTION

If your organization is preparing to raise funds to purchase a new piano or pianos, STEINWAY & SONS is here to help. Whether it be a grass-roots effort or working with your development officers and/or board, STEINWAY & SONS has the experience and renown to help achieve your goal.

A piano can evoke warm memories and stir strong emotions. Donors may give pianos to honor loved ones, commemorate a special event, or enhance a music program. Since these pianos can last beyond a lifetime, donors will feel that they have endowed a significant legacy to be enjoyed for generations to come.

STEINWAYS have been the gold standard of pianos since 1853. Supporters are proud to put their names on STEINWAY pianos, because they know that their gift will last well into the future and that the investment will be secured.

The guide that follows will help you plan your fundraising campaign and effectively motivate donors as you begin the process of bringing the magic of STEINWAY to your institution.



KEYS TO SUCCESSFUL FUNDRAISING FOR YOUR NEW STEINWAY-DESIGNED PIANO

1. MAKE THE GOAL CLEAR AND BUILD AN EFFECTIVE CASE FOR SUPPORT

- Title the campaign so donors know what you are asking them to support—for example, “The STEINWAY Piano Campaign,” “The BOSTON Piano Fund,” or “The STEINWAY Initiative.” State the specific amount that you want to raise in order to purchase and maintain the instruments you need.

2. APPOINT A CHAIR AND SELECT A COMMITTEE

- Appoint one organized, enthusiastic person to chair your fundraising efforts and assemble a committee to execute the mechanics of the program. (The committee can be large or small, as long as you have one person spearheading the process.)
- Delegate responsibilities and assign clear, realistic goals to several people.

3. SET TIME LIMITS

- Announce a specific beginning and end to the campaign—for example, “The new STEINWAY piano must be in place by Christmas,” or, “By the start of next semester, ten new BOSTON pianos will be in our practice rooms.”

4. MAKE YOUR CAMPAIGN KNOWN

- Spread the word to your community. Donors often emerge from the most unlikely places.
- Reach out to your development officers and/or board. All ideas for approaching and soliciting donors should be thoroughly vetted with the appropriate institutional staff before proceeding.
- Build a solicitation presentation to consistently deliver your key messages.
- Publicize your goal creatively. Look beyond your institution’s publications.
- Consider a dramatic launch to your campaign to capture the attention of news media.
- Ask a local artist or personality to serve as campaign spokesperson.

5. RECOGNIZE YOUR DONORS PUBLICLY

- Recognize all donations (unless the donor requests anonymity).
- If there is a sole donor, consider acknowledging the gift with a personalized plaque.
- Photograph the donor with the piano and publish the picture in your institution’s newspaper, bulletin, newsletter, or alumni publication.

6. USE PREMIUMS AND INCENTIVES TO INCREASE GIFT SIZE

- A common and successful fundraising technique is to offer incentives: with your donation of \$50, you receive gift X; with donation of \$100 or more, you receive gift X as well as gift Y, etc.

This has two advantages:

- It provides a subtle way to suggest donation amounts.
- If the incentives you offer are not readily available elsewhere, many people will give the necessary donation to receive the incentive.

TOOLS & PROGRAMS TO ENSURE YOUR SUCCESS

STEINWAY & SONS and your authorized STEINWAY representative will assist you with the ready-to-run fundraising programs listed on the following pages. You may combine several of these programs to reach your goal. For further information or questions about STEINWAY-branded merchandise, please contact your STEINWAY representative.

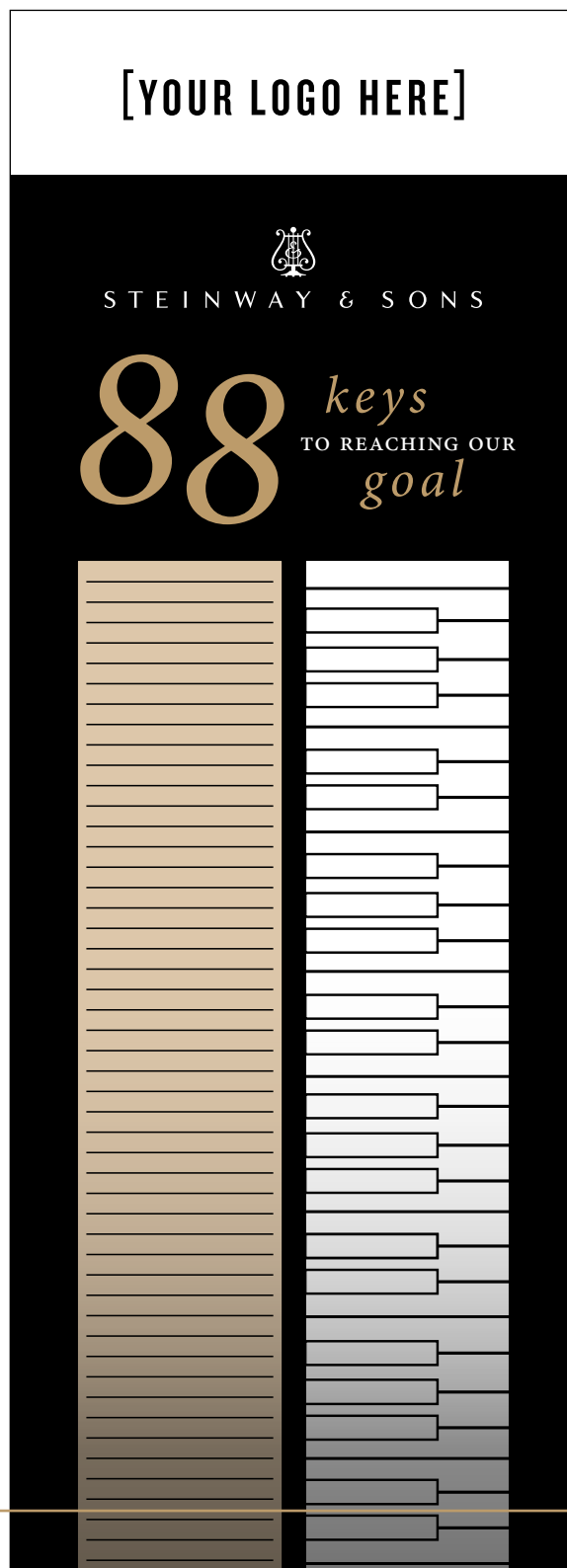
88 KEYS POSTER

Taking its name from the 88 keys on the piano keyboard, the STEINWAY 88 Keys program gives your supporters a concrete way to express their appreciation of piano music and their desire to cultivate it.

During fundraising, your STEINWAY representative may loan your organization the piano model you're interested in purchasing. That way, donors can see exactly what instrument they are supporting. This is particularly effective when the campaign culminates on the week before a major event or holiday.

You will receive a customizable five-foot-tall 88 Keys poster with your school name and logo to show how well your fundraising effort is progressing. Donors can pledge more than one key or even a whole octave. Those who find the cost of a single key to be too much can team up with other donors to purchase a key. Each poster comes with a marker to fill the piano key "thermometer" and to write the name of the donor next to it.

The STEINWAY 88 Keys program is designed as a four-week program, and we recommend running it for no longer than six weeks.





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DEMO SCHOOL'S STEINWAY FUND

The mission of "Demo School" has been and always will be to provide the best quality music education to our students. Purchasing a grand piano from Steinway will help us continue to achieve musical excellence in our school.



Help us build our piano by purchasing a part.

- Rim Donor (\$10,000 One Time)
- Plate Donor (\$5,000 One Time)
- Soundboard Donor (\$2,500 One Time)
- Leg Donor (\$1,000 One Time)
- Bass Hammer Donor (\$500 One Time)
- Treble Hammer Donor (\$250 One Time)

THE STEINWAY BUILD-A-PIANO WEBSITE

The STEINWAY Build-a-Piano website service allows you to build a ready-to-use page for your organization to raise money for your STEINWAY piano. The website is entirely customizable and allows you to instantly collect credit card donations for your fundraising campaign. Contact your STEINWAY representative to learn more about this free service.



THE STEINWAY ARTIST FUNDRAISING CONCERT

Worldwide, STEINWAY pianos are used exclusively by over 97% of concertizing artists. When you are fundraising for your new piano, a concert by a STEINWAY Artist can draw attention to and create enthusiasm for your campaign as well as raise the money you need through ticket sales.

OPTION 1: CONCERT & SMALL RECEPTION AFTERWORDS

The concert should take place at your institution or a local venue. Once expenses are determined (including artist fees and production costs) you can price tickets accordingly. At least two levels of ticket prices are recommended, and higher-priced tickets can include a special meet-the-artist reception after the concert.

OPTION 2: CONCERT & DINNER RECEPTION – FUNDED BY UNDERWRITERS

The key to success here is to find underwriters in the community to fund each item needed for your concert. Once the necessities have been underwritten, whatever you make in ticket sales is pure profit.

- Identify the venue where the concert will be held. Make sure the rooms used can accommodate your performance and dinner needs.
- Make a list of everything you need for the event, including rental of a STEINWAY Model D concert grand piano, artist fees, food, beverages, invitations, programs, flowers, linens, advertising, etc.
- At the event, make sure that your prominent donors are properly recognized and introduced to the artist.

Whether you select Option 1 or 2, follow these steps to ensure success:

- Begin selling tickets at least two months in advance. Organize a ticket-selling strategy that blankets the community.
- Send direct mail announcing the concert and its purpose. Develop a telephone script and follow up your mailing with a telephone call or e-mail to remind everyone of the concert.
- Core ticket sales will come from members of your organization. Ask everyone to sell additional tickets to friends or relatives.
- Develop a press release to be distributed to all local media including newspapers, radio, and television. Arrange for your artist to be interviewed prior to the event. For maximum effect and accuracy, be sure to work with artist management when handling publicity.
- Report the progress of ticket sales weekly to the members of your organization or community. Create a poster to chart ticket sales and feature it prominently.



THE STEINWAY IN-HOME CONCERT

In this program, supporters of your organization host exclusive, invitation-only fundraising performances in their homes. The STEINWAY in-home concert series opens up some of the finest homes in your area, showcasing the homeowners' STEINWAY grand pianos. If a supporter is interested in hosting a concert but does not have a STEINWAY grand piano yet, your STEINWAY representative can arrange for a piano to be placed in the home for the concert.*

- Inform guests that the concert is a fundraiser for the piano project and they will be asked to make a donation.
- Invite a local artist, faculty member, or gifted student to perform. Ask the artist to make a short speech at the recital as to why your organization needs the finest and highest quality pianos.

*Additional fees may apply based on location.

A MUSICAL LEGACY

A unique opportunity for alumni of your school or members of your congregation is to endow a legacy that will enhance learning or worship experiences for future generations. Because STEINWAY pianos last longer than a lifetime, donors view them as enduring gifts that will inspire all who play or hear them for years to come.

- People often donate new STEINWAY pianos to honor a parent or beloved faculty member, commemorate a special event, or support the music program at their alma mater or house of worship.



VISIT THE STEINWAY FACTORY IN NEW YORK CITY

This is particularly effective when a significant number of instruments, including grand pianos, is needed. This program, which is focused on an inspirational trip to New York City, generates enthusiasm and ownership among your fundraising committee, who in turn will work diligently to engage donors.

- Your STEINWAY representative can arrange a trip to New York for the donors, featuring a tour of the historic STEINWAY factory.
- Having a journalist and/or social media coordinator accompany your group will generate even more publicity for your initiative.
- The trip may also include a concert at Carnegie Hall or Lincoln Center, both of which make frequent and prominent use of STEINWAY pianos.

*Contact your authorized STEINWAY representative or email
FUNDRAISING@STEINWAY.COM to begin your fundraising campaign and
learn more about the tools available to support your program.*



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