

2022 DEVELOPMENT EVENTS & ACTIVITIES

2022 target for private donation:

\$140,500 with \$12,500 already pledged (but not yet received)

Should the Creative Victoria multi-year funding and RISE applications both be unsuccessful, the target will increase to:

\$190,500 with \$12,500 already pledged (but not yet received)

Private donations received to date in 2021: \$158,048.50

Opportunities for donor engagement in 2022:

February 2022 - FQ Fifth String event

with Karin Schaupp

- A thank you for getting us through COVID and a synopsis of the wide range of FQ activities in 2022
- Invitees to be current Fifth String members and potential \$1,000+ donors

February/March 2022 - Musica Viva Australia national tour

with Karin Schaupp

- Opportunity to connect with potential patrons nationwide post-concert
- Suggestions for contacts from the Board are welcome with the idea of requesting comp tickets from MVA and having post concert drinks with potential future FQ supporters and champions
- Concerts will be performed in:
 - Canberra
 - Hobart
 - Melbourne (2 concert plus Amadeus event)
 - Brisbane
 - Sydney (2 concerts plus Amadeus event)
 - Adelaide
 - Newcastle
- A start to the invitee list:
 - Brisbane - Philip Bacon (previously donated a few years ago in a one off capacity)
 - Hobart - David Hamilton (as thank you for recent donation), Brian Ritchie from MONA
 - Canberra - Rae Frances

May 30 and November 14 - 6pm MRC concert and post concert supper at Blondie

- For each date, aim to invite two patrons (plus their guest) to thank, plus two potential patrons (plus guest) to build relationship
- Board members welcome to the post concert supper

May 30 and November 14 - 11am MRC concert

- These daytime concerts often have lower audience numbers, and there's an opportunity to fill the house and introduce new people to the quartet.
- Target small-medium corporate entities

November

- Potential for a final 2022 event if further fundraising is required

Donor campaigns in 2022:

Annual giving campaign

- EDM and social media donor campaign commencing early May

Fifth String (\$1000+ donors)

- Face to face coffee catch ups with Zoe (where possible)
- Minimum of 4 dedicated Fifth String news/blogs communications annually
- Handwritten thank you cards from FQ following \$1000+ donation or renewal
- Invitation to Fifth String donor event

FQ Syndicate (\$500+ contributions towards commissioning syndicate)

- Regular updates on all Syndicate commissions to inspire FQ Syndicate members to support the next or future Syndicates when able
- Launch Brenda Gifford syndicate (commencing with \$5,000 gift from Linda Herd) in August 2022 or potentially with the May giving campaign
- Special focus on Vignette premieres in November