

Final Report of PMMF Campaign Committee
September 15, 2007

1. Update on pledges and contributions to the Campaign since the July 25 Celebration of the Conclusion of Phase I

To date, we are aware of a number of new pledges and/or contributions to the campaign as a response to the Celebration. We do not have exact figures in some cases, but the total is probably close to \$60,000 pushing the amount pledged/raised to date to at least \$600,000. Most of these new commitments are toward Phase II – Scholarship Endowment – and should enable the board to establish the fund with the Maine Community Foundation before too long.

2. Report on the Alumni Telethon – July 23, 2007

Kate McLaughlin and Blair Skinner, with some assistance from Ming Luke, spent several hours attempting to contact as many alumni for whom we have telephone numbers as possible on July 23. Excluded from this list were those alumni that have already made a pledge or contribution to the Campaign.

Total Alums with phone numbers:	187
Total Number called	90
Wrong numbers	23
Message left:	33

Kate, Blair and Ming reported a number of very good conversations. With respect to the campaign, they noted the following responses:

May contribute (some asked for more information):	7
Will contribute	5
Will not contribute	3
Still a student	12

Follow-up: We (Doug and Peggy) sent 9 personal, handwritten letters on August 6, 2007 to alumni who had requested more information and indicated receptivity to contribute.

Committee Recommendations for future followup:

The single most disappointing piece of the campaign effort has been the alumni solicitation. Only a very small number of alumni contributed as a result of the personal letters written by Michael Charry, John Canarina, Neal Gittleman, and Marc David or as a result of the special brochure mailed to all alumni this spring who had not responded earlier. In reflecting on the reasons for this, we suspect that most alumni feel a stronger connection to their particular teacher/maestro than to the institution. As a result, appealing for support for the School has been a “tough sell.” In addition, since the School has not made much effort to keep in contact with alumni until quite recently, cultivating a connection has been an additional hurdle. We firmly believe that it is vitally important to continue efforts to re-connect with as many alumni as possible and to keep in contact with students after they leave.

The committee decided to take one further step before “going out of business:” namely, to contact Kate McLaughlin and ask whether she would be willing to organize the completion of the alumni telethon by recruiting some fellow students to make a set number of phone calls in the next few weeks. Alternatively (or additionally), the Committee recommends that there be a telethon early next season to reach more alumni.

In addition, the Committee recommends that the PMMF Board reconstitute the Honorary Advisory Committee – inviting only those individuals known to have a commitment to the School itself (e.g. Michael Charry, Neal Gittleman, Michael Luxner, Hugh Wolff) and willing to give of their time, for example, as guest artists etc.

3. Update on Grant Proposals

George Draper has just recently returned from vacation and is willing to do research on grant possibilities for scholarship endowment and other projects and work on proposals for another year. We have informed him that we recommended to the Board that he be a member of the revived Development Committee. We have also advised him of the Devenish pledge to support a master teacher in residence and/or the assistant music director for a period of two years. George will explore the possibility of using that as a match for additional grant support. George will also work with Ron Schwizer in preparing the report to the Osher Foundation and a new proposal to them for funding Osher Scholars.

4. Lessons Learned

In any endeavor such as this, there are inevitably lessons learned. We have noted above those relating to the alumni solicitation. These are among the others:

- Importance of good team work
- The value of professional counsel such as we have had from Gary Friedmann & Associates
- Developing community relationships was a big hurdle in the early stages. The School has come a long way in the last 2-3 years in improving its community relations and its visibility through various kinds of outreach activities such as the Children’s Concert, students playing in area churches etc. It is vital that these continue and be expanded where possible! If some concerts are broadcast on MPBN in the future that will be a huge boost in visibility and information about those broadcasts should be put in concert programs and the newsletter.
- Evidence that the School is now on a more solid organizational foundation has made a big difference. This was a problem early on with some prospective donors. Having a professional administrator who is active and visible will further strengthen people’s impressions of the School as an institution worth investing in. The campaign’s success will help also. Publicity about the school is always valuable and we were disappointed that the *Ellsworth American* did not provide a full article on the Celebratory Event.
- Continuing connections with donors – especially major donors – is critical. In the Development Committee’s work on building the Legacy Club, there should be some regular, special acknowledgement of those who have made commitments for planned gifts, e.g. in the program for the Memorial Concert. There should

also be some type of annual event for Legacy Club members and major donors – preferably an event separate from the post-concert receptions either in the Hall or in a private home.

5. Concluding Thanks

This committee has been a terrific team. We want especially to thank Kurt Wray, Bill Ceckler, and Jean O'Meara for all their work over the last four years. We also want to thank Ginia Davis Wexler and Phil Devenish for their contributions in the early stages of the campaign. And, we owe a great debt of gratitude to George Draper who volunteered his time to work on grant proposals and foundation research even though he was not an "official" committee member. We owe a further debt to Gary Friedmann and Heidi Welch of Gary Friedmann & Associates without whose counsel and support we could not have done what we have done. We appreciate all the assistance that Ron Schwizer and Ros Lowry have provided. Finally, we thank the PMMF Board for its support of our work.

Respectfully submitted,

Doug Kimmel
Peggy Karns