

## Wharton Center Advisory Council

### 2022-2023 season tasks

Please select 2-3 tasks listed below and submit the form by Friday, September 23. Consider your strengths, interests, and best ways you would like to spend your time supporting Wharton Center as an Advisory Council member. Thank you in advance for your time, energy, and encouragement.

#### Marketing

- **Become a Wharton Center Influencer** - Choose at least two performances this season to share your Wharton Center experience on the social media platform of your choice. Providing organic content to new audiences is an important way to showcase the Wharton Center experience from a customer perspective.
- **Integrate new subscribers into Wharton Center community-** New subscribers are incredibly important to Wharton Center; it's our responsibility to make them feel valued and included. You can provide an opportunity for each new subscriber to have direct contact with a member of the Advisory Council or Wharton Center staff during the 2022-2023 season.
- **Assist with subscriber retention** - It is much more cost effective for Wharton Center to maintain its current patrons than to cultivate new patrons. Any opportunity to address a patron's concerns should be taken. Assist in creating a process for mitigating concerns and communicating the concern to the appropriate Wharton Center staff member.

#### Development

- **Grow corporate sponsor prospects** - Identify potential sponsors and gauge interest in supporting Wharton Center. Discuss private support at Wharton Center and initiate meetings with Kristen Calabrese or Adam Heins.
- **Host donor lounge at Wharton Center** - Cohost a donor lounge with development. Greet and talk with donors for one-hour prior to performances. Specific dates to be identified throughout the season.
- **Host event in your home** - Host a post-show reception for donors in your home this season. We are looking for unique ways to engage our donors with artists this season. Exact dates TBD based on your calendar and Wharton events.

#### Institute

- **Attend at least one Institute event this season and provide feedback.** Example events include Shakespeare Immersion Recital, Sutton Foster Awards, Disney Musicals in Schools Share Day, Young Playwrights Festival, Take it from the Top, or the Arts Advocacy Breakfast.
- **Bring a friend, family member, or colleague with you to an Institute event and introduce them to the work we do**

- **Share school contacts who we could promote Institute programming to include administrators, teachers, board members, etc.** Send contact information to Bert Goldstein at [bert.goldstein@whartoncenter.com](mailto:bert.goldstein@whartoncenter.com).
- **Give a pre-performance welcome/thank you announcement at one Institute event**
  - Shakespeare Immersion Recital – Friday, November 18, 2022 at 7pm
  - Young Playwright’s Festival - Saturday, May 13, 2023 at 2pm
  - Sutton Foster Awards (Detroit) – Sunday, May 21, 2023 at 7pm
  - Disney Musicals in Schools Share Day – Tuesday, June 6 at 6:30pm
  - Take it from the Top Recitals – July 2023, exact date/time TBD
- **Build an audience for the post show conversations for Detroit '67 and Cross That River.**