



**DIRECTOR OF INDIVIDUAL GIVING**

**KANSAS CITY SYMPHONY**

**Kansas City, Missouri**



The Aspen Leadership Group is proud to partner with the Kansas City Symphony in the search for a Director of Individual Giving.

The Director of Individual Giving will provide leadership in creating the overall strategies for building, sustaining, and growing support from individuals, exclusive of activities by the Symphony's auxiliary groups. The Director will ensure alignment between all individual giving strategies, including communication, content development, and activity scheduling.

The Kansas City Symphony is the youngest major symphony orchestra in the United States, and one of the most secure. Since its founding in 1982 by R. Crosby Kemper, Jr., the Kansas City Symphony has grown through artistic vision, fiscal discipline, and a culture of trust and excellence in all facets of the organization.

The Kansas City Symphony serves a metropolitan population of 2.1 million people. The orchestra's 80 full-time musicians contribute to the city's exceptionally strong cultural community. During its 42-week season, the Symphony performs a wide variety of concerts including subscription classical, pops and family, film with orchestra, and educational programs. In addition to symphonic music of all kinds, the Symphony has deep roots in chamber music, and travels Kansas City with a mobile stage – the "Mobile Music Box" – throughout the warmer months. The Kansas City Symphony also is the designated orchestra for the Lyric Opera of Kansas City and the Kansas City Ballet.

The Kansas City Symphony has demonstrated a strong commitment to fiscal discipline, in support of artistic ambition. From a budget of \$1.5 million in its first season, the Symphony's annual operating budget has grown to more than \$20 million. More than 1,000 gifts from the Board, local foundations, and members of the community have created an endowment in excess of \$120 million. The Symphony's balance sheet is pristine, with healthy operating reserves and working capital. The Kansas City Symphony is debt-free.

In the summer of 2021, the Symphony moved into its new headquarters, adjacent to the orchestra's world-class concert hall at the Kauffman Center for the Performing Arts. Occupying a storied 19th century icon of Kansas City, this new space supports the organization's creativity, with administrative offices, musician practice areas, and rooms for chamber music and education programming.

The vision of the Symphony's education program is to enable people of all ages in the greater Kansas City area to learn, create, and become inspired through orchestral music. More than 60,000 people participate in Kansas City Symphony education programs annually. In 2021, the Symphony launched a new video streaming service available at [MySymphonySeat.org](https://mysymphonyseat.org) and through the Kansas City Symphony app on AppleTV, Roku, Amazon Fire, and other SmartTV and mobile device platforms. Video storytelling will play a key role in audience development, and the Symphony has invested heavily in ramping up this capacity for the future.

## REPORTING RELATIONSHIPS

The Director of Individual Giving will report to the Vice President of Development, Alex Shapiro. The Director will oversee the Manager of Individual Giving, Manager of Major Gifts (currently vacant), and Donor Information Specialist.

## FROM THE VICE PRESIDENT

*The Kansas City Symphony has been at the forefront of American symphony orchestras since 1982. We have grown steadily in that time and are now one of the top 20 orchestras in the country. More importantly, we have pushed the boundaries of what a symphonic orchestra means to a community. Our strong relationship with the citizens of Kansas City and beyond is unparalleled in the music landscape. We are proud of embracing new ideas and innovative projects. The Kansas City Symphony was one of the very first orchestras to explore the performance concept of films with live orchestra. We've collaborated with the Nelson-Atkins Museum on a variety of projects, including an award-winning world premier recording. With the onset of the pandemic, we created new pathways for our community to continue hearing the music it loves. We were one of the first groups to pivot to live streaming and we created the Mobile Music Box, a mobile stage that brought Symphony musicians to every neighborhood in the Kansas City area for free outdoor concerts.*

*You will be joining a dynamic team preparing for the future. With the pandemic now almost in our rearview mirror, we are poised for ambitious growth and groundbreaking new programs. And with one of the largest generational transfers of wealth in the next five years, we need to significant ramp up our planned giving program. In August, we moved our offices into new and larger headquarters. This facility is not just a home for our offices. The building offers countless opportunities to expand community outreach, deepen patron engagement, and support our musicians in their own artistic growth.*

*The present administrative staff is an ideal combination of long-term employees with a firm sense of the Symphony's history and newer staff who are bringing fresh ideas and approaches to our work. Our Executive Director, Danny Beckley, is spearheading new initiatives – consistent with our mission and vision – that will both expand our audiences and enhance their experience. I've been with the Symphony and in Kansas City for five years, and having lived in various other places – both large and small – Kansas City is my favorite. I've found the community here to be welcoming and friendly. There are many great neighborhoods, a rich social and cultural scene, and the cost-of-living is very attractive. I am excited to be working with this tremendous Development team to take our fundraising goals to new heights.*

–Alex Shapiro, Vice President of Development

## PRIMARY RESPONSIBILITIES

The Director of Individual Giving will develop robust annual plans for planned giving programs; develop comprehensive annual plans for individual annual giving programs; set and meet annual goals for all individual giving (planned gifts, major gifts, annual fund gifts, new gifts, etc.); build an ambitious donor acquisition program; supervise individual giving consultants; and collaborate with staff and Board on individual giving solicitations.

Furthermore, the Director of Individual Giving will

- work closely with the Vice President of Development and other Development department team members to create an annual Development plan;
- monitor progress on annual and multi-year individual and planned giving;
- monitor progress on donor acquisition programs;

- grow the number of planned giving prospects;
- coordinate with Development team members on the development of an annual activities calendar;
- provide expertise to staff, Board members, and other volunteers on identifying and cultivating planned giving prospects;
- staff the Planned Giving Advisory Council and work with this Council's Chair to develop strategies for the group;
- develop strategies for attracting and stewarding new donors;
- maintain a portfolio of donors;
- work with the Vice President of Development on portfolio management for the Executive Director and Vice President of Development;
- work with the Vice President of Development and other members of the Development team to manage donor benefits, donor recognition, and stewardship;
- work with the creative team to develop marketing and communication materials for current and prospective donors;
- meet agreed-upon fundraising and donor contact goals, using sound judgment to develop personalized solicitation proposals;
- work with Symphony volunteers as required;
- oversee cultivation and stewardship activities for individual donors; and
- oversee the development of all donor literature.

## **LEADERSHIP AND KEY COLLEAGUES**

### **Daniel E. Beckley**

#### **Executive Director**

Daniel E. Beckley has served as Kansas City Symphony Executive Director since July 2019. He oversees all administrative and managerial aspects of the Symphony, including operations, finance, marketing, and fundraising. He manages the organization's \$19.8 million annual budget and a full-time staff of 35 professionals, and he works with the orchestra's 80 full-time musicians to present nearly 200 concerts each season. Beckley works closely with Music Director Michael Stern on programming and artistic planning as well as with the Board of Directors on strategic planning and other initiatives to continue the Symphony's remarkable record of success. Most recently, Beckley served for six years as Vice President and General Manager of the Indianapolis Symphony Orchestra where he was responsible for orchestra operations, performance and administrative facilities, and the symphony's summer concert and presentation series. Prior to that time, he was Executive Director of the Charleston Symphony Orchestra in South Carolina. His other experience includes serving as Managing Director of BlueKey Web Solutions in Charleston, a company he helped found, and working as a public school orchestra director. Beckley earned a bachelor's degree in music education from James Madison University and a master's degree in music performance from Northwestern University. He received additional training from the League of American Orchestras and the Indiana University Lilly Family School of Philanthropy. In his free time, Beckley enjoys being outdoors with his wife and children. In addition to his continued interest in playing the trombone, he designs and builds custom furniture.

### **Alex Shapiro**

#### **Vice President of Development**

Alex Shapiro joined the Kansas City Symphony administrative team in December of 2016. Shapiro is responsible for overseeing all activities related to donated revenue, including gifts from individuals, foundation and government grants, corporate support, planned gifts, and special events.

Shapiro has worked at non-profits for more than 25 years. Previously, he served as Director of Institutional Advancement at the Institute of American Indian Arts, a 4-year arts college, in Santa Fe, New Mexico. During his four years at the Institute, he led the effort to create new major donor and planned giving programs, and increased scholarship support by more than 40 percent. He has held a number of important jobs with other arts organizations, including Executive Director of Santa Fe Pro Musica and Director of Development for the Museum of Performance + Design in San Francisco. Additionally, he was Director of Development for the AIDS Foundation of Chicago. Shapiro has a bachelor's degree in theatre from Columbia University. He has a passion for classical music and played French horn in his youth.

**Michael Stern**  
**Musical Director**

Music Director Michael Stern has embarked upon his second decade with the Kansas City Symphony, hailed for its remarkable artistic ascent, original programming, organizational development and stability, and the extraordinary growth of its varied audiences since his tenure began. Over the last five seasons, Stern and the orchestra have ushered in a new era and have performed to critical acclaim and sold-out audiences in their performance home, Helzberg Hall at the \$413 million Kauffman Center for the Performing Arts.

To date, Stern and the Kansas City Symphony have successfully partnered with award-winning audiophile label Reference Recordings to produce five albums: *Shakespeare's Tempest*; *Britten's Orchestra*, which won a 2011 Grammy Award in the "Surround Sound Album" category and producer David Frost won "Producer of the Year, Classical;" an Elgar/Vaughan Williams project; *Miraculous Metamorphoses*, featuring the music of Hindemith, Prokofiev, and Bartók; and most recently, Saint-Saens Symphony No. 3, "Organ," which Gramophone Magazine named "Editor's Choice" for September 2015. Reference Recordings has slated two project for future release: Holst's *The Planets* (recorded January 2015) and Adam Schoenberg's *Finding Rothko*; *Picture Studies*, an expressive interpretation of masterpieces at the Nelson-Atkins Museum of Art; and *American Symphony*, premiered by the Symphony in 2011 (recorded June 2014). Stern led the commissioning of all three Adam Schoenberg pieces. The Symphony and Stern also have recorded for the Naxos label. In July 2012, the Symphony's concerts with internationally celebrated mezzo-soprano Joyce DiDonato were broadcast nationally on nearly 400 PBS stations for the PBS Summer Arts Series. The Grammy-nominated audio recording of that concert is available on iTunes.

Stern is also the Founding Artistic Director and Principal Conductor of IRIS Orchestra in Germantown, Tennessee. This unique group, now in its second decade, has been widely praised for its virtuosity and programming, and has produced a string of recordings and acclaimed commissioned new works by American composers. Other positions include a tenure as the Chief Conductor of Germany's Saarbrücken Radio Symphony Orchestra (the first American chief conductor in the orchestra's history) and as Permanent Guest Conductor of the Orchestre National de Lyon in France, a position which he held for five years, and a stint as the Principal Guest Conductor of the Orchestre National de Lille, France.

Stern has led orchestras throughout Europe and Asia, including the Budapest and Vienna radio symphonies, the Helsinki, Israel, London, Moscow and Royal Stockholm philharmonics, London Symphony, National Symphony of Taiwan, Orchestre de Paris and Tokyo's NHK Symphony, among many others.

In North America, Stern has conducted the Atlanta, Baltimore, Chicago, Cincinnati, Houston, Indianapolis, National (Washington, D.C.), Montreal, Pittsburgh, St. Louis, Seattle, and Toronto symphonies, the Cleveland and Philadelphia orchestras, as well as the New York Philharmonic. He also appears regularly at the Aspen Music Festival and has served on the faculty of the American Academy of Conducting at Aspen. Stern received his music degree from the Curtis Institute of Music in Philadelphia, where his major teacher was the noted conductor and scholar Max Rudolf. Stern co-edited the third edition of Rudolf's famous textbook, "The Grammar of Conducting," and also edited a new volume of Rudolf's collected writings and

correspondence. He is a 1981 graduate of Harvard University, where he earned a degree in American history.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Kansas City Symphony seeks a Director of Individual Giving with

- a desire to participate actively as part of an internal culture that stimulates effective relationships within and between board, staff, and musicians, ultimately developing audiences and partnerships that allow the orchestra to thrive today and tomorrow;
- expertise in planned giving and major giving strategies, tactics, programs;
- expertise in donor acquisition programs (especially in a performing arts arena);
- excellent interpersonal, time-management, and organizational skills;
- a highly motivated approach, resourcefulness, and problem solving skills;
- a commitment to achieving annual goals; and
- familiarity with and/or interest in symphonic music and the role it plays in society and daily life (desired, but not required).

A bachelor's degree is required for this position as is at least seven years of experience soliciting planned and outright major gifts.

### **SALARY & BENEFITS**

Kansas City Symphony offers a competitive salary and benefits package.

### **LOCATION**

This position is based in Kansas City, Missouri.

### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the Kansas City Symphony and the responsibilities and qualifications specified in the position prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Director of Individual Giving, Kansas City Symphony.](#)

*To nominate a candidate, please contact Ron Schiller:*

[ronschiller@aspenleadershipgroup.com.](mailto:ronschiller@aspenleadershipgroup.com)

*All inquiries will be held in confidence.*