

# **BY-LAWS OF THE GREENSBORO SYMPHONY GUILD**

## **ARTICLE I**

The name of the organization shall be the Greensboro Symphony Guild (GSG).

## **ARTICLE II - PURPOSE**

### **Vision Statement**

Because music matters in enhancing the quality of life in the surrounding community, the Greensboro Symphony Guild seeks to promote and to fund music education through its support of the Greensboro Symphony Orchestra by engaging all segments of our population in developing music appreciation and by cultivating opportunities for visibility within the community at large.

### **Mission Statement**

The Greensboro Symphony Guild serves as an advocate for music education and appreciation in the community, primarily by supporting the Greensboro Symphony Orchestra, Inc. through financial, educational and promotional activities

## **ARTICLE III - MEMBERSHIP**

**Section 1. The membership of the Guild shall consist of individuals who comply with the provisions of the by-laws and the standing rules of the Guild.**

**Section 2. Qualifications for membership**

A member of the Greensboro Symphony Guild must pay membership dues, meet ticket purchase requirement, promote the Greensboro Symphony Orchestra and participate in the activities of the Greensboro Symphony Guild.

**Section 3. Dues**

Each member shall pay dues in the amount determined by the Board of Directors of the Symphony Guild.

**Section 4. Suspension or withdrawal of membership**

Any Guild member may be suspended from membership if membership requirements are not met (per Article III, Section 2).

## **ARTICLE IV - MEETINGS**

**Section 1. Annual and specific meetings**

The annual meeting of the Guild shall be held on a date to be determined by the Board which shall also fix the place of the meeting for the purposes of electing the officers and for transacting other such business as may properly come before the meeting. Special meetings of the Guild may be called by the Board at any time and shall be called upon the written request of ten (10) members of the Guild. Written notice of the time and place of all meetings shall be mailed no less than seven days before the meeting. It is not necessary for the notice of any meeting to state the purpose for which the meeting is called, except that the purpose shall be stated in the notice if the members are to consider an amendment of the charter, by-laws or standing rules of the Guild, or a merger, consolidation or dissolution of the Guild.

**Section 2. Quorum and Voting**

Ten percent (10%) of the members of the Guild shall constitute a quorum for the transaction of business at a duly held meeting. At all meetings of the Guild all matters shall be determined by a majority of the members present except that the votes of three-fourths (3/4) of the members present shall be required to approve an amendment of the charter or by-laws of the Guild, or a merger, consolidation, or dissolution of the Guild. For the transaction of business, vote shall be by voice except when there is a request for voting by ballot.

**ARTICLE V - BOARD OF DIRECTORS**

**Section 1. Composition and Qualifications**

The management of the Guild shall be vested in the Board of Directors, which shall be composed of the officers and chairs of all standing committees. The immediate Past President of the Guild shall serve on the Nominating committee and shall serve as an ex-officio member of the Board for one year. A vice chair or co-chair may attend a Board meeting as a voting member in the event her corresponding Board member is unable to attend.

**Section 2. Election of Directors**

The members of the Board other than the officers and the Guild immediate Past President shall be appointed by the incoming President. Each director shall hold office for a term of one year; and directors may not succeed themselves more than one time. Ad hoc members may be appointed by the President and shall be non-voting members of the Board.

**Section 3. Duties**

The Board shall formulate the policies and shall generally manage the business and the affairs of the Guild.

**Section 4. Committees**

The Board may create standing and special committees whose functions and powers shall be set forth in the standing rules or in the resolutions creating such committees.

**Section 5. Meetings**

There shall be at least four (4) regular meetings of the Board each year. The President may call special meetings at any time and shall call such meetings on the written request of any three (3) directors. The Secretary shall deliver notice of all special Board meetings not less than three days before the date of the special meeting.

**Section 6. Quorum and Voting**

A majority of the Board shall constitute a quorum for transaction of all business, and all matters shall be decided by majority vote of the Board members. Each Board member has one vote; in the Board member's absence where there is a corresponding vice chair or co-chair, that person may cast that one vote.

**ARTICLE VI - OFFICERS**

**Section 1. Officers, Qualifications, and Terms**

There shall be a President, a President Elect, a Vice President of Education, a Vice President of Fund Raising, a Vice President of Guild Operations, a Vice President of Marketing and Publicity, a Secretary and a Treasurer, which shall be elected by the membership. These eight (8) officers along with the immediate Past President shall compose the Executive Committee of the Greensboro Symphony Guild. The officers shall serve for a term of one year. They shall not succeed themselves more than one (1) time. A vacancy in the Executive Committee shall be filled by appointment of the current nominating committee.

## **Section 2. Nominations, Election of Officers and Awards**

The Nominations Committee shall consist of seven (7) members, at least two (2) of whom shall be non-Board members. The incoming President shall appoint the chair. The incoming Executive Committee shall appoint one (1) member and the Guild Board shall appoint three (3) members. The President Elect and immediate Past President shall serve on the Committee.

The Nominating Committee shall present a single slate of officers to the membership at the January general membership meeting; and the election of the officers shall be held at the February general membership meeting when nominations may be made from the floor. An officer shall be deemed elected upon receipt of a majority of the votes cast for a particular office; and in the event that no candidate receives a majority of the votes cast, there shall be a run-off between the two candidates receiving the greatest number of votes. The officers shall be installed at a final general membership meeting. The Nominating Committee is responsible for the selection of Guild Awards.

## **Section 3. Duties**

a. President. The President shall be the Chief Executive Officer of the Guild. The President shall have the general direction of the affairs of the Guild and shall preside at all meetings of the Guild, Board and Executive Committee. The President is automatically a member of all committees and will be notified of meetings. She shall serve on the Executive Committee and the Board of Directors of the Greensboro Symphony Orchestra, Inc.

b. President Elect. The President Elect shall perform such duties as may be assigned by the Board and in the absence of the President shall perform the duties of President. She shall serve on the Executive Committee and the Board of Directors of the Greensboro Symphony Orchestra, Inc. It shall be her responsibility to appoint and chair a Long Range Planning Committee for the Guild.

c. Vice President of Education. The Vice President of Education shall act as a liaison between the President and the chairs of the Guild's education projects. All Education Council chairs shall report to this Vice President. She shall serve as a Guild representative to the Greensboro Symphony Orchestra, Inc. Board of Directors and may serve as chair of the Education committee of the GSO.

d. Vice President of Fund Raising. The Vice President of Fund Raising shall act as a liaison between the President and the chairs of all fund raising events and fund raising related committees or positions. All fund raising project chairs shall report to this Vice President.

e. Vice President of Marketing. The Vice President of Marketing shall act as a liaison between the President and the chairs of all marketing and publicity committees or positions. All Marketing Council chairs shall report to this Vice President. She shall coordinate, update and evaluate all marketing, publicity and publications of the Guild.

f. Vice President of Guild Operations. The Vice President of Guild Operations shall act as a liaison between the President and all committee chairs listed under Guild Operations (Standing Rules II Committees). All Guild Operations committee chairs shall report to this Vice President.

g. Secretary. The Secretary shall keep the minutes of all meetings of the Guild, the Board and the Executive Committee. She shall be in charge of the records of the Guild.

h. Treasurer. The Treasurer shall be the custodian of the funds of the Guild. She shall be responsible for collecting and depositing dues and making payments in accordance with the budget, which she shall formulate and propose to the Board by the first Board meeting. Expenses not provided for in the budget shall be incurred and paid only upon the order of the Board of Directors. The Treasurer shall oversee all bookkeeping, keep full and accurate accounts, and shall present financial statements at the regular meetings of the Guild and the Board. She shall turn over to her successor all books and records in good order. An audit of the books shall be done by an external auditor at the end of each Treasurer's term of office.

i. Past President. The Immediate Past President of the Guild shall serve on the Nominations Committee and shall serve as an ex-officio member of the Board for one year.

## **ARTICLE VII - STANDING RULES**

The Board of Directors may adopt such Standing Rules for the Guild as it shall determine to be appropriate. Standing Rules adopted by the Board and designated as such may be amended only upon approval by the Board of Directors and a majority of the members present at a duly held meeting.

## **ARTICLE VIII - FISCAL YEAR**

### **Section 1. Fiscal Year**

The Fiscal Year shall be July 1 through June 30. Officers shall begin their terms following the May meeting.

## **ARTICLE IX - AMENDMENTS AND RULES**

### **Section 1. Amendments**

These by-laws may be amended only upon approval of the amendment by the Board of Directors and by a three-fourths vote of the members of the Guild present at a duly held meeting. Any proposed amendment or a summary thereof must be set forth in the notice of the meeting where the amendment shall be presented for vote.

### **Section 2. Rules of Procedure**

Robert's Rules of Order (revised) will be the authority for all matters of procedure adopted by the Guild. A parliamentary advisor will be appointed by the President to the Board.

## **STANDING RULES**

### **I. MEMBERSHIP**

The following requirements are made of all members. Failure to comply with these requirements will result in suspension of membership in the Guild.

**Active Members:** These members pay annual dues, meet ticket purchase requirements and participate in the activities of the Guild.

**Benefactor Members:** These members pay Benefactor annual dues, meet ticket purchase requirements and participate in the activities of the Guild.

**Classics Members:** These members pay Classics annual dues, meet ticket purchase requirements and are encouraged to participate in the activities of the Guild. Members must be at least 65 years of age and have at least 10 years of service with the Guild.

**Supporting Members:** Members of the Greensboro Symphony Orchestra, GSO Board and Staff, GSYO parents, anyone under the age of 30, and anyone living outside of the Triad area may join the Guild upon payment of Supporting Members annual dues. They are not obligated to purchase a season ticket, but are encouraged to participate in Guild activities and support the Greensboro Symphony Orchestra.

**Honorary Members:** All Charter Board members of the Greensboro Symphony Guild shall be considered Honorary Members of the Guild.

## II. AWARDS

**BARBARA CONE AWARD:** This award, established in 1984 by the Board of Directors, is to be presented to those individuals who have been recommended to and approved by the Nominations/Awards Committee for distinguished community service in the advancement of music and promotion of the Greensboro Symphony Orchestra. The nominee may or may not be a Guild member. This award is not necessarily given every year. When given, it is presented at the February Guild meeting.

**GOLDEN NOTE AWARD:** In 1979, the Board of Directors established the Greensboro Symphony Guild Golden Note Award to recognize a Guild Member who has made an outstanding service contribution to the Guild and to the community. Nominees will be submitted to and selected by the Nominations/Awards Committee. This award is not necessarily given every year. When given, it is presented at the last Guild meeting of the year.

**BRAVO AWARD:** Established in 2004, the Bravo Award recognizes a member in good standing who has been in the Guild five years or less and has given extensive volunteer service. The recipient is selected by the Nominations/Awards committee from names submitted by the membership, and the award is presented in the fall.

## III. SCHOLARSHIPS

**JANE ARMFIELD AND HERMENE EICHHORN SCHOLARSHIP:** This \$250 scholarship is given in the fall to a Youth Orchestra member or up to four members chosen by the Conductor for dedication to the orchestra, industriousness with his/her chosen instrument and need. Funded by the GSG, the scholarship is to be used for private music lessons and will be presented at the GSYO Spring Concert.

**JEAN TRIMBLE SULLIVAN MEMORIAL SCHOLARSHIP:** This \$500 scholarship is given by the Guild at the final Youth Orchestra Concert in the spring to a graduating student or students planning to continue the study of music at an institution of higher learning. The recipient is chosen with input from the GSYO Director and presented by the Guild at the GSYO Spring Concert.

**CONDUCTOR'S AWARD:** The Conductor's Award of \$400 recognizes a graduating high school senior who has made an outstanding contribution to the Greensboro Symphony Youth Orchestra and has been a member of the orchestra for at least three years. It is funded and presented by the Guild at the GSYO Spring Concert.

**CAROLINE M. AND CLAYTON LEE SCHOLARSHIP:** Established in 1986 by Caroline M. Lee, this scholarship recognizes a violin or double bass student of the Greensboro Symphony Youth Orchestra who has demonstrated outstanding musical achievement. This award, funded by the GSO Endowment, is presented at the GSYO Spring Concert. The amount of this award varies yearly.

**MARY ANN NORMAN BEAN MEMORIAL SCHOLARSHIP:** This \$100 scholarship provides a need-based scholarship to a member of the Greensboro Symphony Youth Orchestra every other year in the fall. It honors Mrs. Bean, a teacher and concert pianist, who was the mother of Guild member Nancy Michaud. It is funded by the GSO endowment.

**SAMUEL G. WILSON SCHOLARSHIP:** This \$1000 scholarship, established in 1987, and funded equally by the Guild and the GSO, provides funds for a senior high school member of the Youth Orchestra to attend a recognized summer music camp. The student will be chosen by audition.

**HERBERT R. HAZELMAN SCHOLARSHIP:** This scholarship is awarded every four years and funded by Dr. and Mrs. John E. Chandler, III. It is a need-based scholarship given in the Fall to a member of the Greensboro Symphony Youth Orchestra who shows outstanding achievement in studies with a private teacher at the Greensboro Music Academy.

## **GREENSBORO SYMPHONY GUILD POLICIES**

The following policies, together with those contained in the by-laws, and in each board member's and officer's job description, constitute the official policies of the Greensboro Symphony Guild.

**Purpose:** Any policy adopted by the Guild cannot be in conflict with the purpose stated in the by-laws: "The Greensboro Symphony Guild serves as an advocate for music education and appreciation in the community, primarily by supporting the Greensboro Symphony Orchestra, Inc. through financial, educational and promotional activities."

**Executive Assistant:** The current Guild President and President Elect will be responsible for submitting to the Executive Committee a candidate for the position of Executive Assistant. The Executive Committee will be responsible for hiring the individual and determining her salary. Any materials or equipment needed to perform the duties of this position will be purchased by the Greensboro Symphony Guild and will belong to the organization. The duties of the Executive Assistant shall be determined by the Executive Committee.

**Announcements:** Only announcements pertaining to the Guild and Orchestra may be made in the Guild newsletter. Time permitting, the President may make announcements at Guild meetings only if they involve activities in the music community.

**Cancellation of Meetings:** Guild meetings may be canceled by the Executive Committee and weather related cancellations are tied to school policy. Members will be notified through the media or e-mail.

**Complimentary Invitations:** The Greensboro Symphony Guild committees shall send complimentary non-transferable invitations to Guild events, other than the Presentation Ball, to the Music Director and President of the GSO. Spouses/guests are to be included where applicable. Complimentary invitations to the media will be sent at the discretion of the Symphony Guild committees. Those hosting Guild events in their homes will be offered complimentary invitations to the event.

**Contracts:** All contracts pertaining to Guild activities must be approved by the Executive Committee.

**Contributions to Existing Funds:** Contributions made to funded areas within the Guild should be added to the designated amount in the approved budget, and distributed in accordance with the activities of the Guild.

**Conventions and Meetings:** At the discretion of the Executive Committee delegates may be appointed and sent to the LOA (League of American Orchestras) conventions or SOVA (Southeastern Orchestra Volunteers Association) meetings. Guild contributions to expenses shall include registration fee, transportation, lodging and per diem, as approved by the Board. The delegate is expected to attend as many sessions as possible and to share information with the Guild.

**Education Fund:** This fund was established to provide an opportunity to make a memorial or honorary contribution in the name(s) of special friend(s) of the Guild or Symphony. Monies in the fund will be used for the youth education programs. The recipient's family will be notified of contributions.

**Endowment Fund:** In May 1986 the Guild established this fund to ensure the future of the GSO. Gifts may be made to honor or memorialize members and friends. Notice of such gifts will be placed in the Newsletter. The Fund is administered by the GSO Endowment Committee.

**Financial Contributions:** The Guild does not act for others as a fund raising agent and does not make financial contributions to individuals, organizations or agencies except as is within the stated purpose of the Guild.

**Fiscal Responsibility:** In order not to jeopardize the Guild's non-profit status with the IRS, all monies raised in the name of the Guild through its projects must be used for the stated purpose. No money raised in this manner may be used for entertainment or gratuities either in the organization, or outside the organization, unless the use complies with IRS regulations. No sub-accounts may be opened without the approval of the Guild Treasurer. In order to insure compliance with government regulations and appropriate accounting procedures and practices, all Guild expenses should be paid by direct check request to and check from the treasurer. No non-budget expenses in excess of \$200 shall be incurred without approval of the Executive Committee.

**Fund Raising Projects:** The chair of each fund raising project will serve on the Guild Board of Directors and on the Fund Raising Council. Each fund raising project chair will present a plan, budget and time line to the Guild Treasurer, VP of Fund Raising and the President who will then take these to the Executive Committee for approval. Following the completion of the project, committee chairs will complete evaluation forms which the project chair will compile and submit to the Vice President of Fund Raising. Each year's Long Range Planning Committee will review the evaluations and make a recommendation to the Board of whether the project should be added to the Long Range Fund Raising Plan. The Board will vote whether to continue the project. It is recommended that the vice chair of the project assume the chair the following year if the project is continued.

**Greensboro Symphony Guild Official Letterhead Usage:** All written correspondence concerning GSG business must be on official GSG letterhead or note cards, which are available from the Executive Assistant.

**Greensboro Symphony Guild Logo Authorized Usage:** The Logo is the exclusive property of the Greensboro Symphony Guild and may only be used for official business of the Guild. Official business is defined as activities appropriate and necessary for the operation and promotion of the GSG and the Greensboro Symphony Orchestra. Prior approval must be obtained from the Marketing Vice President before using the logo. The logo may be obtained from the Marketing Vice President or the Administrative Assistant.

**Long Range Fund Raising:** It is the responsibility of the President Elect to appoint and chair a Long Range Planning Committee for the Guild. Among the committee's duties will be to review the five-year fund raising plan and add an additional year's worth of major fund raisers. A list of fund raising ideas shall be kept in the President-Elect's notebook for consideration in future years. Each President-Elect shall have the discretion to add or change the scheduled fund raisers for her year, pending approval by the Long Range Committee and the Board, according to Guild By-Laws, Rules and Policies.

**Membership:** Membership in the Guild is open to anyone interested in promoting the Orchestra in the community. New members are proposed by existing members or may apply personally to the Membership Chair. Members must pay annual dues upon notice, buy at least one series ticket each year and generally support the Symphony. Failure to comply with these requirements can result in suspension of membership in the Guild.

**Organization Documents:** The Guild documents are the by-laws, standing rules and policy statement. The original of these documents will be held by the President. Amendments to the standing rules and policies will be studied by the Long Range Planning Committee. Recommendations on amendments to policies and standing rules must be approved by the Executive Committee and the GSG Board of Directors. It is the responsibility of each committee chair or officer to see that changes in her description or committee function be reflected in the document prior to turning over the responsibility to a new chair. Recording of by-laws and policy changes is the responsibility of the President.

**Political Statements:** The Guild does not endorse political candidates. However, members who are running for political office can be acknowledged. As a non-profit organization, the Guild will not endorse, as a group, any issue requiring public vote unless that issue is directly related to the Guild's mission.

**Presentation Ball:** The purpose of the Symphony Presentation Ball is to provide an area of public relations between the Guild and the community, to recognize outstanding young women in the greater Greensboro area, and to make an annual contribution, honoring the Symphony Debutantes, to the Greensboro Symphony Guild in support of music education. Daughters and grand-daughters of those Guild members who have been in good standing for two or more years and daughters or grand-daughters of Symphony Orchestra Board members receive first consideration. In a given year, a Guild member in good standing may sponsor her daughter(s) or grand-daughter(s) or the daughter of a non-member. Candidates should be freshmen in college when nominated and will be college sophomores at the time of presentation. The call for nominations will be placed in the December Guild Horn and all nominations should be sent to the Chair of the Presentation Ball Steering Committee.

**Procedure For Adding A Guild Project:** Normally after the Long Range Committee has researched information to support the addition of a viable project, the Committee will bring a written proposal to the Executive Committee for its consideration. The Executive Committee may either accept the proposal and send it to the Board for discussion and a vote or recommend that it be sent back to the Long Range Committee for more study. Once the Board has approved the new project, chairs are appointed by the incoming President. There is precedent for projects to come directly from the Executive Committee to the Board for approval, in which case the President would appoint chairs. Council committees can on occasion sponsor events, with the approval of only the Executive Committee.

**Properties:** Properties of the Guild may be used for official Guild and Symphony functions. Committee Chairs are responsible for the removal and return of items. Any damage to properties must be repaired or the properties replaced by the committee chair or member causing the damage. Replacement of properties for reasons of normal wear and tear is upon request to the Executive Committee of the Guild. Purchase of properties beyond the budget of a given committee is by request to the Executive Committee. The disposition of Guild properties will be left to the discretion of the Executive Committee.

**Public Relations:** Any information given to the media or public must be approved by the President of the Guild and checked with the Public Relations Director of the Greensboro Symphony Orchestra and the Publicity Chairman of the Guild. The scope of the Guild and Orchestra activities makes this imperative.

**Remembrance:** In case of illness or death of a Guild member, the Corresponding Secretary shall be notified and she will send a card and notify the President. Members are encouraged to make memorial and honorary contributions to the Education Fund or Endowment Fund. Notification of gifts will be printed in the Newsletter.

**Solicitations of the Guild by Outside Organizations:** No separate or supplementary appeal or campaign for operating funds shall be conducted. Any direct solicitation of the Guild for merchandise and/or service must be cleared with the President of the Guild.

**Solicitations in the Name of the Guild:** Any direct solicitation of merchandise, service and/or money must be cleared with the Vice President of Fund Raising.

**Use of Homes:** It is imperative that anyone seeking homes for any Guild function first consult the President.

**Youth Orchestra:** While the Youth Orchestra is not a direct project of the Guild, it is the policy of the Guild to support it by furnishing scholarships, volunteers, and limited funding support for specific events. Individuals may make direct contributions to the Youth Orchestra through the Education Fund.



## COMMITTEE AND SPECIAL ACTIVITIES DESCRIPTIONS

### EDUCATION COUNCIL

**Elementary Student Concerts** Volunteers assist in staging a concert by the Greensboro Symphony Orchestra for third and fourth grade students in the greater Greensboro area. Educational materials are given in advance to the schools to prepare the children for the concerts.

**Music in the Middle** Volunteers assist in staging a concert by the Greensboro Symphony Orchestra for seventh grade students. Educational materials are given in advance to core curriculum teachers to prepare the students for the concerts.

**GSYO Auditions** The GSO Education Manager and the Youth Orchestra Director plan formal auditions for the highly selective youth orchestra programs each season. Guild volunteers assist the GSO staff during these auditions by coordinating the efforts of volunteers who greet and sign in the musicians, maintain a timely audition schedule and escort the musicians to the audition venue.

**GSYO Liaison** Serves as liaison between the Guild and the Greensboro Symphony Youth Orchestra programs. She should attend GSYO Board Meetings to keep us apprised of GSYO events and needs. The Chair publicizes all Guild Scholarship winners in the Guild newsletter.

**GSYO Representative** Serves as liaison between the Greensboro Symphony Youth Orchestra programs and the Guild. She attends Guild board meetings keeping us apprised of GSYO events and needs. This is a 2 year position filled by the GSYO.

### FUNDRAISING COUNCIL.

These committees are responsible for all activities associated with their respective fund raising efforts, as well as, to fund raise related to specific events which include, but are not limited to:

**The Presentation Ball** The committee has the responsibility for the Presentation Ball and all related activities.

**The 50<sup>th</sup> Anniversary Gala** The committee has the responsibility for all activities related to the 50<sup>th</sup> Anniversary Gala.

**Fresh Market Wine & Cheese Event** The committee has the responsibility for all activities related to the 2015 Fresh Market Event.

**“Strings & Swings” Golf & Tennis Tournament** The committee has the responsibility for all activities related to the 2015 Golf & Tennis event.

**50<sup>th</sup> Anniversary Note Cards** will be sold throughout the year generating additional income.

**Name that Tune** A collaboration of two GSG liaisons with the Chairs designated by the Greensboro Symphony Orchestra Board of Directors.

**Corporate Liaison** A committee coordinating its efforts to secure funds to support the fund raising efforts for the Guild year

### OPERATIONS COUNCIL

**Corresponding/Endowment Secretary** sends notes and cards to Guild members in case of illness, bereavement or special occasions. She is also responsible for acknowledging receipt of and thanking donors for their contributions on behalf of the

Education Fund, the Endowment and the Greensboro Symphony Guild. She keeps members informed of all contributions by publicizing this information in the Guild newsletter.

**Historian** serves as a repository of historical records of the Greensboro Symphony Guild.

**Hospitality Committees** make arrangements for Guild meetings, including location and refreshments. There is a Chair for Hospitality Meetings and one for Hospitality Luncheons.

**New Membership Development** oversees membership development by providing application packets to potential new members and keeps an ongoing list of all new members. Works with Volunteer Coordinator to assure new members become involved in Guild activities. Coordinates social events throughout the year for new membership.

**Contemporaries Group** is a subcommittee of New Membership Development and seeks to provide younger Guild members additional support and social opportunities within the structure of the Guild. The committee makes arrangements for its own socials and meetings, and is responsible for keeping a current mailing list. Its membership consists of members 45 years of age or younger.

**Classics Chair** makes arrangements for Classics Group events, including location and refreshments, and serves as an interface to keep long term members involved and aware of Guild activities. Its membership consists of members at least age 65 years of age and having at least 10 years of service with the Guild.

**Volunteer Coordinator** organizes Guild volunteer opportunities for Guild members, matching members' talents and interests to the needs of the organization and of the Greensboro Symphony Orchestra as requested. Assists Chairs of Guild events by providing lists of interested members as needed.

**Nominations/Awards Committee** prepares a slate of Executive Officers which are presented to the Guild at the January general membership meeting. It also selects Guild Award recipients.

**Orchestra Support** coordinates dinners for the orchestra members during rehearsals.

**Parliamentarian** provides guidance in proper procedure for conducting meetings.

**Programs** Invites guest artists and makes arrangements for their performances at general membership meetings.

**Inventory** keeps an inventory of items owned by the Guild and makes arrangements for their storage.

**GSO Office Support** supplies volunteers as needed to help with stuffing playbills, general mailings and assorted office tasks as needed at the Symphony Office.

## **MARKETING COUNCIL**

**Community Relations** works as a liaison with various groups including music educators, elected officials and area arts representatives to promote general awareness of GSG educational programs, events and fund raising opportunities.

**Publicity** publicizes the Greensboro Symphony Guild through the media by reporting the activities of the Guild.

**Newsletter Editors** work closely with the Guild President to publish newsletters for the general membership.

**SOVA Representative** works as a representative of the Greensboro Symphony Guild at the Southeast Orchestra Volunteer Association functions and meetings to gather information and share ideas with other orchestra volunteers.

**IT Development** defines and recommends useful information technology solutions for the Guild and participates in its development, implementation and maintenance upon approval by the Board.

**Website and Social Media Coordinator** is responsible for maintaining the Guild's website and social media sites, posting projects, photos and activities of the Guild.

**GSG Social Media Guidelines:** The GSG supports the use of social media; however, as social media is constantly changing, the GSG Board will need to periodically review its social media guidelines to ensure that it evolves with generally accepted best practices.

The Guild makes every effort to protect the privacy and personal information of its members, associates and partners. If you have any concerns or questions about these guidelines or social media best practices, please contact the Guild at greensborosymphonyguild@gmail.com, or call 336-632-1812.

The Guild logo will be used as the primary icon on all Guild social media sites in order to communicate to fans, followers and viewers that content found in these locations is official GSG information. Social media tools to be used may include, but are not limited to: Facebook, Twitter, YouTube, LinkedIn. Social media sites must be approved by the Executive Board before being activated. Social media usage is governed by the same policies that govern all other Guild communications, meaning content must be approved by the President of the Guild.

The primary goals for having a social media presence: 1) generally promote the Guild and its activities to the membership and the community; 2) further promote the Guild brand; 3) drive more individuals to our website; 4) promote the Guild's relationship with the Greensboro Symphony Orchestra; 5) connect with other non-profits and potential sponsors among the business community.

Content to be shared via social media: updates on fundraisers, photographs and videos when appropriate; announce partnerships with businesses and other non-profits; announce and promote educational programs and partnerships; provide information and updates about the Greensboro Symphony Orchestra and the Greensboro Symphony Youth Orchestra.

Primary audiences: GSG members; GSO musicians, Board members, staff and supporters; GSYO members and parents; music teachers; students; the community at large.

Success will be measured by reports provided by the social media websites and by increased traffic to our own website. The website chairs will track the number of social media and GSG website hits and report this figure to the GSG Board on a regular basis.

The website chair will maintain the GSG website and monitor all GSG social media websites. As all social media sites have their own policies about how they will or will not use our content, what is and is not allowed, etc., the website chair will have to familiarize themselves with these policies before launching a GSG site. A list of BEST Practices for a Successful Social Media Presence will be kept in the Marketing and Website notebooks.