



## Year of the Pandemic Report 2020-2021

This season, the Indianapolis Symphonic Choir was able to reimagine how we provide choral music to our community (and beyond) during a pandemic. Thanks to your generosity, we were able to produce events and virtual performances that exemplify the values of our organization — community, excellence, sustainability, and diversity, equity, and inclusion.

We are grateful for your faith in us this past year and for your unwavering support. It is our hope that this “*Year of the Pandemic Report*” will give you some insight into how much we have been able to accomplish together.

Thank you for keeping the music going!

*Liam Bonner, Executive Director*

# Communications & Social Media Engagement



increase in page view on average 53 %

2,715 page likes on 2/1/20

2,940 page likes by 3/31/21 (+225, up 8.3%)



Average likes **jumped**

4-11 17-24



From February 1, 2020 to April 1, 2021:

**+104 subscribers**

increase in subscribers

119.54 %

100%

Total views on all videos is 8,282

## 2020-2021 Virtual Choir Participation



Production Cycle	Video Title	Participation
Summer 2020	<i>Ave verum corpus</i>	38
Summer 2020	<i>He, watching over Isreal</i>	38
<b>Subtotal</b>		<b>76</b>
Festival of Carols	<i>Welcome Christmas</i>	90
Festival of Carols	<i>Heart of God</i>	81
<b>Subtotal</b>		<b>171</b>
Gala Bel Canto 2021	<i>It's A Grand Night for Singing</i>	52
Gala Bel Canto 2021	<i>We'll Meet Again</i>	60
<b>Subtotal</b>		<b>112</b>
Virtual Sacred Maserworks 2021	<i>Wie lieblich sind deine Wohnungen</i>	77
<b>Subtotal</b>		<b>77</b>
<b>Virtual Choir Submissions</b>		<b>436</b>

## 2020-2021 Production Views



Video Title	YouTube	Facebook	Individual Video Totals
Ave verum corpus	1,197	8,300	9,497
He, watching over Israel	1,222	2,800	4,022
Festival of Carols 30sec promo	---	1,400	1,400
Welcome Christmas	632	3,800	4,432
Heart of God	520	2,500	3,020
Gala Bel Canto 2020	409	---	409
It's A Grand Night for Singing	125	407	532
We'll Meet Again	232	796	1,028
<b>YouTube Sum</b>		<b>Facebook Sum</b>	<b>Total Video Views</b>
<b>4,337</b>		<b>20,003</b>	<b>24,340</b>



*"When the pandemic first began, I had trepidation about how the ISC would survive. Cancelling our concerts meant also removing us from the public eye. But thanks to a dedicated and forward-thinking staff and board, we are in great shape to resume concerts next season. Through rethinking our budget, creative marketing and fundraising efforts, and remarkable virtual choir concerts, we remained front of mind with our community. We seized the problem and turned it into an opportunity!"*

– Jessica White, Vice President, Indianapolis Symphonic Choir Board

## Fundraising

increase in matching gifts 20 %



increase in first time donors 47 %



increase in Giving Tuesday totals 96 %



increase in out of state donors 38 %

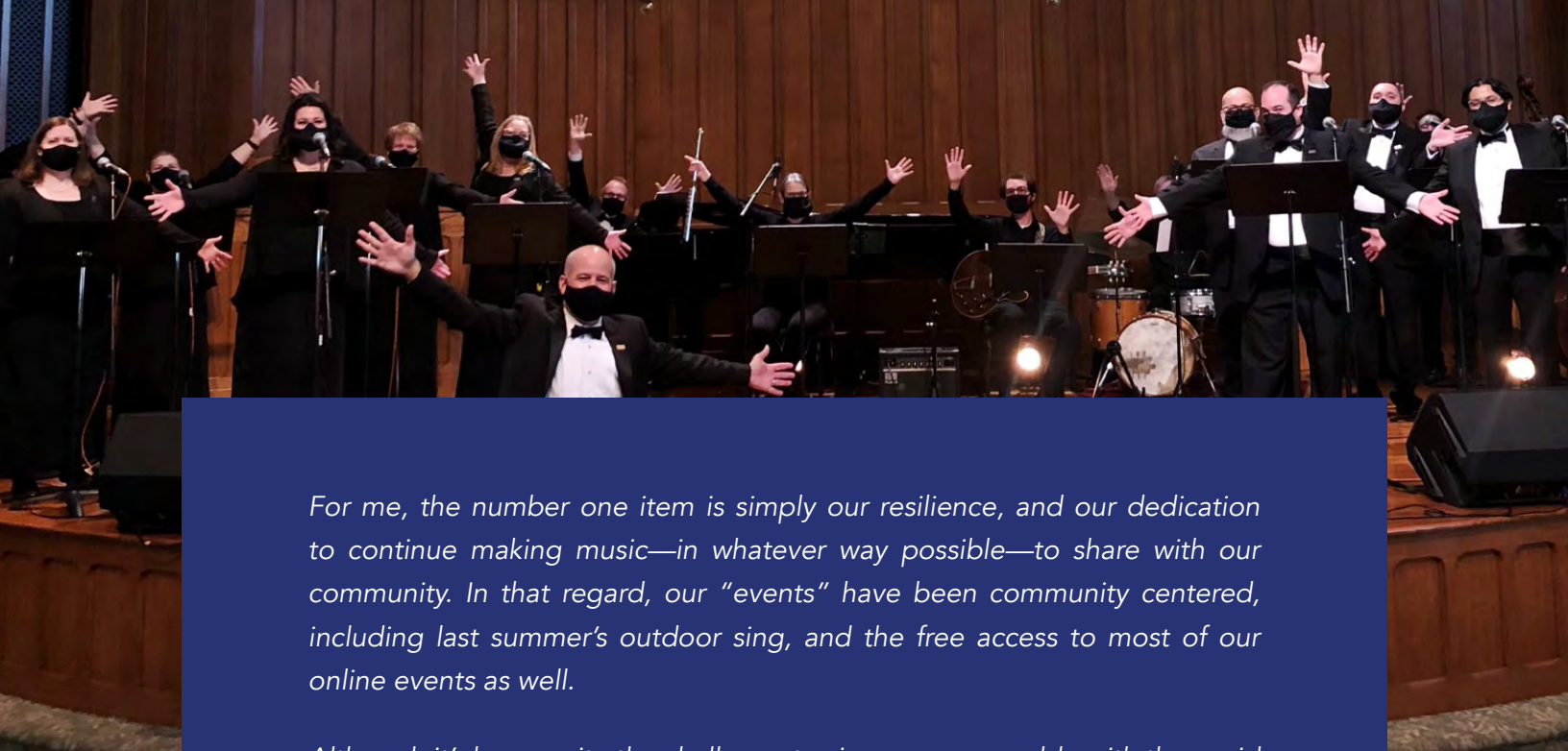


“

*"I remember packing up to start working from home and wondering to myself: "How in the world is the Symphonic Choir going to pack up and perform from home?" After assessing the immediate financial health of the organization, Eric, Liam and the rest of the staff went right to work learning about the power of virtual music and singing while wearing masks. The pivot we made cannot be understated, and I'm proud to have supported the organization during these unprecedented times!"*

– Mike Slocum, Immediate Past President, Indianapolis Symphonic Choir Board





*For me, the number one item is simply our resilience, and our dedication to continue making music—in whatever way possible—to share with our community. In that regard, our “events” have been community centered, including last summer’s outdoor sing, and the free access to most of our online events as well.*

*Although it’s been quite the challenge to sing as an ensemble with the covid protocols (masks on, socially distanced from one another, etc...meaning no one can really hear each other, recording ourselves as “soloists” on our devices at home) the “silver lining” has been that we’ve all learned a bit more about ourselves and our singing...what it takes to sing a particular piece, to produce a desired tone, to sing with steady/correct rhythm. When we are in a large choir of 100+ members, there is of course a little bit of “grey area” built in...but singing this way, recording ourselves as soloists reminds us of those essential elements that will pay off when we do gather back together.*

*– Artistic Director, Dr. Eric Stark*

*The collective capacity for ongoing Adaptivity, Resilience, Perseverance.*

---

*The creative efforts to provide opportunities for continued/safe live performance: Winter-Caroling at the Zoo, Virtual Choirs, Pre-recorded concerts*

---

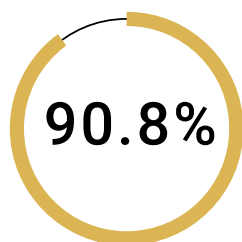
*Validated beliefs and an increased commitment to the choral arts’ unique role as encourager and defender of human connectivity*

*– Assistant Artistic Director, Dr. Michael Davis*

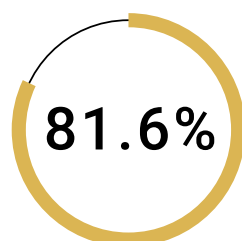


*"The staff did an excellent job of trying to keep the organization afloat during the pandemic. Finances are always a concern but magnified so immensely in a time of no gate receipts. I really appreciated the varied opportunities to try to sing through the community sing, small group offerings, and virtual collaborations. Even rehearsing at home with the recording tracks was valuable as good practice. My hope is that we can continue to be open to new ways of opening up this coming season as getting "back to normal" does not necessarily mean to function as things were done in 2019. As for 2020-21, congrats and thanks to the entire staff all the way around."*

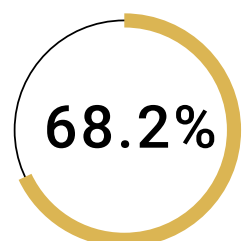
– Dr. Thomas Woo, Indianapolis Symphonic Choir Board and Indianapolis Symphonic Choir Member



of singers felt safe participating in socially distanced, in-person rehearsals and events



of singers believe the organization embraced new opportunities



of active singers participated in virtual choir opportunities