

Isabella (Belle) Coty

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PROFESSIONAL SUMMARY

With over 4 years of experience in fundraising, Belle Coty brings a multitude of skills to her professional work. She is an accomplished fundraising and arts administration professional with a proven track record of securing major gifts, growing donor portfolios, uplifting musicians, and driving community engagement. Experienced in cultivating relationships across individual, corporate, and foundation donors, raising over \$2.5M in contributed revenue and doubling endowment growth at the Jackson Symphony Orchestra. Skilled in event management, donor stewardship, and data-driven strategies that expanded audience attendance from 11,000 to 23,000 annually. Recognized with the Emerging Leader Award and 30 & Under Award for making significant community impact in a short time. Passionate about building partnerships, delivering meaningful programs, and strengthening the cultural vitality of the communities served. She is also a musician with a vast appreciation and a desire to enrich lives through the arts and education.

PROFESSIONAL EXPERIENCE

Director of Fund and Audience Development

2022-Present

Jackson Symphony Orchestra Association, Inc.

- Development & Fundraising Leadership
 - Generate a minimum of \$480,000 annually in contributed revenue through individual giving, corporate sponsorships, foundations, grants, volunteer fundraisers, and government grants to the annual fund.
**see appendix for detailed annual contributed revenue chart*
 - Cultivate, steward, and grow a portfolio of approximately 225 donors and 100+ corporate and community partners, driving sustainable growth.
 - Secure major gifts including a \$2M endowment donation, doubled the organization's endowment from \$4M to \$8M in three years, and reorganized and launched the Planned Giving Program.
 - Increase government funding with a \$95,850 Michigan Labor & Economic Opportunity (LEO) Symphony Economic Recovery Grant; through activism and lobbying as well as \$115,010 Michigan Department of Lifelong Education, Advancement, and Potential (MiLEAP) Out of School Time Grant.
 - Ensure the proper invoicing, tracking, documentation, and receipts of all contributed revenue through combined efforts with the Bookkeeper and Executive Assistant. nn
 - Partner with the Executive Director, board leadership, and volunteer committees to plan and execute annual campaigns and targeted solicitations.
 - Oversee the recognition of all contributed revenue gifts in marketing materials through coordinated efforts with the Marketing Director. Including special recognition for sponsors and major gifts.
- Events & Audience Engagement
 - Oversee the design and deliverance of high-impact fundraising events with volunteer leadership, consistently achieving or exceeding revenue targets.
 - Organize all special events, Afterparties, rehearsal observations, for donors and key stakeholders.
 - Spearhead signature concert programs through local partnerships including the Sensory-Friendly Chamber Concert Series (serving 250+ annually), the Concert Aglow Concert Series (serving 1,000+ annually), Summer Songs Chamber Concerts (serving 150+ annually) and free Education Concerts (serving 1,200+).
 - Secure musicians for community performances; local fundraisers, hospitals, senior living, etc.
 - Create SOP's for all new concert and event programming.
 - Act as public-facing JSO representative through concert remarks, donor pitches, media interviews, group presentations, and more – leading word-of mouth marketing and driving audience growth.
 - Primary on-site contact for event operations; manage seating, emergencies, volunteers and program flow.
- Strategic & Data-Driven Advancement
 - Implement CRM (PatronManager) standards for donor records, pledge tracking, segmentation, and reporting to ensure data integrity.
 - Develop and apply donor stewardship systems, including the Long-Haul donor growth model and multi-channel strategies to increase annual giving.
 - Collaborate with marketing on loyalty programs, audience surveys, and demographic studies to grow

audience attendance from 11,000 to 23,000 annually.

- Coordinate and manage board and committee initiatives, facilitating strategic planning sessions and aligning community engagement with organizational goals.

Fund and Audience Development Coordinator

2021-2022

Jackson Symphony Orchestra Association, Inc.

- Audience Development
 - Help in leading the efforts to address the JSO's Audience Development goals by:
 - Define and implement data standards for patron records
 - Understand patron motivation and obstacles to attendance
 - Map the patron experience
 - Address ticket pricing and scaling
 - Help develop ticket/patron acquisition programs to drive sustainable growth for ticketed events.
 - Provide support for the launch strategies and execution for JSO programs such as community volunteers groups and educational programs.
 - Support the growth, stewardship, engagement, and retention of donors through the development of marketing tools such as multi-channel campaigns, printed and advertising assets, and sponsorship level programs.
- Fundraising
 - Assist in the development and implementation of a comprehensive development strategy to secure contributed revenue from individuals, foundations, government grants, and special events.
 - Play a role in building corporate and individual program sponsorships.
 - Maintain cooperative working relationships with colleagues to engage them in effective audience and community engagement and fundraising.
 - Work with JSO leadership to meet or exceed all annual and long-term JSO fundraising goals.
 - Begin to understand and manage, develop, and coordinate a vibrant and comprehensive development program for individual donors including systems to transition mid-level gifts to major gifts and a strategic broad-based giving campaign for entry-level donors and the plan.
 - Successfully execute signature fundraising events, working alongside volunteer leadership to meet or exceed revenue goals associated with each event;
 - Help JSO leadership to ensure proper accounting for all fundraising income.
 - Collaborate with Graphic Designers and Marketing Coordinator to ensure proper donor recognition for all marketing materials with direct coordination for concert program book creation.

Harpist and Private Teacher

2012-Present

Freelance

- Teach private lessons for students of all ages (past students have ranged from age 10-83)
- Perform for corporate dinners, weddings, open houses, special events, and more
- Substitute musician for Symphony Orchestras in Michigan
 - Jackson Symphony Orchestra
 - Lansing Symphony Orchestra
 - Adrian Symphony Orchestra
 - Livingston Symphony Orchestra
- International Recording Artist

Co-Founder

2022-2025

Capitol Harp Ensemble

- Created a Business Model for after school harp instruction for both children and adult students
- Organized and plan for project launch
- Stewarded potential board members and secured a strong and active board
- Advised and reviewed grant applications, helping secure \$2,000 in grants

President

November 2019 - 2022

West Michigan Harp Chapter of the American Harp Society, Inc.

- Developed and implemented strategies to maximize involvement of volunteers, members and professional harpists
- Increased chapter membership, facilitated a record attendance of 27 individuals to a WMHC Guest workshop
- Wrote/edited monthly newsletters, emails, social media posts, proposals, thank you letters, and other messaging
- Determined passions/interests/needs of members and aligned with financial opportunities/needs of the chapter
- Received American Harp Society Inc. grants totaling \$2,000 (2019, 2020) for a student scholarship fund
- Cultivated in-kind donations for recitals, meetings and guest artist appearances; totaling approximately \$1,000
- Worked with national, state, and chapter board members to enhance exchanges and approaches to fundraising

Founder

2019 - 2020

The Concert Convoy

- Envisioned the Concert Convoy project and created a plan to seek involvement, market, fund, and implement
- MSU College of Music choir concert, 15 attendees, 3 volunteers, and approximately \$2,000 in in-kind donations
- Identified organizations and businesses with similar interests, needs, and target audiences as in-kind donors
- Worked independently to construct and execute messages to in-kind donors, volunteers, and convoy riders
- Coordinated volunteers, angel investors, venues, and attendee participation to fit event scheduling
- Prepared and recorded Concert Convoy fundraising goals and budgets for analysis, reports and financial pitches
- Received \$1,000 in grant money from the Running Start Grant Competition as an award winner in 2020

ADDITIONAL WORK EXPERIENCE**Multiple Positions**

2016 - 2020

Michigan State University College of Music

Building Monitor

2020 - 2021

- Assessed the adherence of College of Music students, faculty, staff, and building guests to building protocols in relation to the COVID-19 outbreak

Videographer

2020 - Present

- Handled, set-up, maneuvered, and directed recording equipment for the capturing and recording of performances

Event Manager

2018 - 2020

- Established working relationships with concert attendees, guest artists, faculty, staff, and a 40+ person staff
- Worked over 100+ concerts per year for faculty, guest, and student performances
- Conducted joint meetings and communication between event staff, director of special events, facilities coordinator, theater operations managers, and recording services staff for event preparation and training
- Used the IManage ticket system database to track, record, update, and follow patron ticket sales and information
- Managed cash flow of ticket sales, applied refunds, handled the cash box, and filed an end of day summary

Harp Studio Assistant

2017 - 2020

- Cataloged and itemized the harp string stock while maintaining the quality of five MSU College of Music harps
- Aided professor Chen-Yu Huang in MSU Harp Day promotion, attendee monitoring, guest artist liaison, etc.

Event Staff

2016 - 2018

- Ushered, greeted, assisted patrons and ran ticket sales in the Box Office
- Addressed and engaged with College of Music donors as they received their tickets at Will Call
- Changed sets, lights, opened doors, guided, and helped performers when they entered the stage as a Stagehand
- Assisted frustrated patrons, directed ushers, led meetings, and monitored performance timing as Manager

Co-Founder

2016 - 2019

Harpoon Duet

- Worked in tandem with the co-founder to construct and execute messages to donors, supporters, and followers
- Helped MSU steward Dr. James Billman Jr, donor of a \$2,000 donation for a commission by Chad Rehmann

AWARDS, CERTIFICATIONS, AND VOLUNTEERISM

Awards

Winner, Emerging Leader Award 2025, Women's History Council of Jackson

Winner, 30 and Under Award, Jackson Magazine, Class of 2023

Winner, 100+ Women Who Care 2024

Committee and Board Work

JSO Liaison, TOPIA Festival 2025-Present

Marketing Committee Member, Jackson Business and Professional Women 2024-2025

Board Chair, Capitol Harp Ensemble 2023-2025

Member, 100+ Women Who Care, 2022-Present

JSO Liaison and Marketing Chair, Jackson Symphony Guild, 2021-Present

President of the West Michigan Harp Chapter of the American Harp Society Inc. 2019-2022

Vice President of the West Michigan Harp Chapter of the American Harp Society Inc. 2018-2019

Certifications

CFRE Certification, in progress for 2026

Volunteer Work

Volunteer, Michigan Theatre of Jackson 2024-Present

Volunteer, Ella Sharp Museum 2023-Present

Member, Jackson Young Professionals, 2021-2023

Chapter Ambassador for the West Michigan Harp Chapter of the American Harp Society Inc. 2019

Music Social Media Team Member, MSU College of Music, 2018-2019

Student Ambassador for the Lansing Symphony Orchestra, Fall 2018

EDUCATION

Michigan State University, College of Music, East Lansing, MI

Master of Music in Harp Performance May 2022 | GPA 3.7

Certificate in Music Career Development

Bachelor of Music in Harp Performance May 2020 | GPA 4.0

Minor in Entrepreneurship

Professional Development

League of American Orchestras Annual Conference 2022, 2023, 2025

- Midwinter Seminar 2024

Indiana University Lilly Family School of Philanthropy Research Workshops

- Heather MacIndoe - Understanding What Nonprofits Say Versus What They Do When It Comes to Advocacy
- Michael Meyer - Governance and Financial Stability in Nonprofits

Spinx Conference 2023, 2024

PROFESSIONAL REFERENCES

Emily Henley

Director of Career Education and Music Entrepreneurship, Michigan State University

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Colleen Monahan

Director of Business and Operations, Music on Tap Coordinator, CMS Manager, Jackson Symphony Orchestra

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Steven Trosin

Past Executive Director, Jackson Symphony Orchestra

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APPENDIX

Contributed Annual Revenue Chart 2021-2025

Jackson Symphony Orchestra Association, Inc.

Fiscal Year (FY): July 1 - June 30

	FY 26			FY 25	FY 24	FY 23	FY 22
	Budget	Confirmed	% of Budget	Total	Total	Total	Total
Government	\$40,000	\$195,807	490%	\$42,150	\$34,200	\$35,400	\$24,000
Individual Donations	\$170,000	\$129,344	76%	\$190,420	\$194,876	\$197,473	\$177,394
Sponsors	\$200,000	\$204,270	102%	\$210,011	\$139,843	\$118,445	\$117,825
Volunteer Guild Gala	\$70,000			\$77,026	\$47,525	\$76,984	\$75,000
Foundations	\$65,000	\$69,242	107%	\$65,042	\$42,422	\$44,444	\$44,260
Scholarships	\$30,000	\$9,142	30%	\$33,050	\$24,875	\$41,021	\$23,800
TOTAL	\$575,000	\$607,805	106%	\$617,699	\$483,741	\$513,767	\$462,279

Development Marketing Materials

Jackson Symphony Orchestra Association, Inc.

- [2024-2025 JSO Impact Report](#)
- [2023-2024 JSO Impact Report](#)
- [Sponsorship Brochure](#)
- [Jackson Symphony Volunteer Guild Brochure](#)