

# 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.
  - 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 delivery 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**

Jackson Symphony Orchestra Association, Inc.

2021-2022

- 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**

Freelance

2012-Present

- 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**

Capitol Harp Ensemble

2022-2025

- 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 IMage 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
<b>TOTAL</b>	<b>\$575,000</b>	<b>\$607,805</b>	<b>106%</b>	<b>\$617,699</b>	<b>\$483,741</b>	<b>\$513,767</b>	<b>\$462,279</b>

### **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](#)