

Annual Campaign Report – August 2015 (Annual Meeting)

2015-16 Activities

Three different letters are going out to our mailing list and potential sponsors:

1. An letter of appreciation to our donors and advertisers;
2. The main letter for the fall annual campaign mailing; and,
3. A new letter directed toward potential donors and advertisers.

The letter of appreciation was sent out earlier this month. The main letter and fall annual campaign mailing will go out September 8, with an emailing of the same information to our “Email only” list on September 10. The final new letter will be sent out within the first month of the fall annual campaign.

The first two letters have been reviewed and approved by the executive committee of the board; the third letter is in draft form and will also pass their approval being distribution. The tone of all letters is one of appreciation for our donors, asks them what we can do better and presents our current, positive financial situation. NONE of the letters will be begging for money – NO ONE wants to give to an organization that is struggling! Our whole attitude is changing in how we present ourselves and how we “do business.” It’s exciting to be part of this and our donors will (or do!) feel the same way.

Thanks goes to Steve Creps-Rougeau for the updating and printing of our universal order form and advertising brochure. Appreciation also goes to Kevin Wagner for assistance with printing labels, a process which somehow my head can’t seem to understand.

Following this page is the current Annual Campaign calendar showing what is accomplished, what is in process and what is yet to come.

Submitted respectfully by Terry Drew Karanen, 17 August, 2015.

2015-16 Annual Campaign Seasonal Calendar

Last Update: August 16, 2015

June (2014-15 wrapped up & 2015-16 begins)

~~Research on other organizations (27 May 15):~~

~~CPWC — No planned events at this time~~

~~LGBT Center — No planned events at this time~~

15: ~~Send out souvenir concert program and thank you note to all advertisers~~

Begin first draft for annual campaign fall letters:

1. Appreciation letter for previous advertisers and sponsors
2. Standard letter for general mailing
3. Introductory letter for potential advertisers and sponsors

July

5: Finalize annual campaign fall letters – email sent to Adam and Jeff reminding them these are due mid-September
Check in with Steve Creps-Rougeau about fall inserts (advertising and universal order forms) to be printed and ready by August 10 – Steve has the due dates and has agreed

25: Letters finalized – first two done, third in process
Tentative count for envelope purchases and stamps (mailing AND return envelopes)
Purchase needed envelopes, labeled and stamps (if necessary)
Approach possible venues for spring Donor Appreciation Party to secure ad space

August through November

Everything that happens during these four months is impacted by the date the first rehearsal, the annual meeting and the first (winter) concert. Once those were determined, the current year dates were calculated based on operational necessity determined from prior years:

August 10: Personalized letters sent to all donors and advertisers advising them annual campaign is soon

~~August 15: Annual mailing party to assemble mailing~~
(This conflicted with being on vacation August 10-16. I'll deal with putting together the annual mailing myself)

August 17: All letter/inserts should be printed
Review/update Musetta mailing list
Annual Meeting - Annual mailing information packets given to all who attend
(Singers/members not there will have their packets mailed to them)
Contacts of previous donors or advertisers theoretically divided between members
Solicit members for new donors or advertisers
Remind secretary that weekly post office visits are crucial over the next three months

September 8: Fall mailing of annual campaign sent
Begin preparing introductory letters

- September 10: Email Kevin annual letter and forms to upload to website
Annual eMailing sent w/attachments (for those contacts that are email only)
- September 16: Email all previous donors and advertisers to insure they have received the mailing
Letters go out
- September 28: Begin “soft” calls on previous donors and advertisers
Send introductory letters
- October 12: Begin follow-up calls, schedule meetings if necessary
Begin calling potential new donors and advertisers
- November 2: Last week to be part of the seasonal brochure shell
- November 9: Advertising cut off for seasonal brochure shell – send all graphics to Nivek
- November 16: Seasonal brochure shell completed and sent to Dickinson Printing well-prior to Thanksgiving

November

- 15: Create holiday greeting eCard
Update board re: Donor Appreciation Party in the spring
- After Thanksgiving: Follow-up by phone on any non-donors who have given in the past

December

- 15: Send holiday greeting eCard

January

- 15: Purchase red/pink envelopes and paper for Valentine’s Day mailing
Begin handcrafting cards/envelopes (embossed, stamped, cut)

February

- 11: Mail Valentine’s Day cards
- 25: If Production has not yet given you the next year’s concert schedule contact them

March

- 1: Create spring campaign postcard
Follow-up with any pledge payments still outstanding
- 20: Spring campaign postcard to printer
P/U postcard stamps
Review Musetta for address corrections
Run labels for mailing

25: Check w/PR to see how next season brochure is coming along

April

1: Mail spring campaign postcard

10: Donor Appreciation Party (2-4p)

May

1: Seasonal brochure should be at the printer soon so it's ready for the spring concert and Pride

20: Is the season brochure printed?
Review 2016-17 season annual campaign calendar