

2013-14 Annual Campaign

I'm back! Well, sort of, since I never really left, but you'll be seeing more of me, at least for the first couple months of the year, which should make some of you leap for joy and others shudder with dread! LOL – just kidding. You know I love you all “mo’ than m’ luggage!”

So for those new to the organization, you probably don't know that I write like I talk – typically run-on sentences that often have a story attached. It's a little ADD and a little “just Terry” so breathe often and deeply! If you're a singer you've mostly seen me over the past year herding you about at our venues, calling out show times and basically running around making sure you and our staff get everything needed. Doing this is one of my greatest joys, making sure that you, as the heart of the Chorus, are fully supported and are given the best support you can have to do the amazing job you do at each and every concert. I hope you know I am sincerely honored to have supported you at each concert during this past year, even if I may come off as a raving, controlling bitch at times. It's for your own good, My Precious! And since I expect I'll be doing it again this season you might as well get used to it.

This year I have volunteered to once again chair the 2013-14 Annual Campaign, something I did for three consecutive years in the past while singing and on the board. For those of you new to HGMC what this means is I'm your “go-to” person for advertising and sponsorships in the 2013-14 program. This will start with a mailing to everyone on our mailing list of our seasonal brochure, a letter from our president, and forms for ticket sales, advertising and sponsorship opportunities. Here's the time line for that process to have everything ready for the program to go to print on time for the first concert:

- September 15 – Annual mailing assembled and sent out
- October 6 – Beginning of contact process for advertisers and sponsors
- November 17 – Deadline for program to go to print

If you're a singer or staff you will not receive a mailing. I'll have those hand-delivered to you at rehearsal on September 16 by my beloved minions, Paul and Kevin, bless their hearts. This is, (1) so you can see what is being presented to our patrons, and (2) for YOU to think about supporting this magnificent organization through YOUR sponsorship above and beyond the annual dues we already pay as members, and/or an advertisement for your own business or venture.

Between then and the October 6 start of our push to contact our patrons, I'll be visiting you on a rehearsal evening to speak BREIFLY (oh, stop laughing...) about how to approach past or potential sponsors and advertisers. I get that this is a difficult or “next-to-impossible” job for some of you. Not to worry. Seriously, I have no stamina to ask someone to donate five buck for a coupon book, but absolutely no shame in working with someone to give us a couple of grand. So I can work with you to prep you for speaking to people, OR you can give me leads and I'll take it from there!

I'm committed to making this the largest, most profitable program yet in our history. Two years we exceeded our goal by 50 percent because you all stepped forward and got the leads or beat the bushes. Together, once again, I know we can do it again and even better, along more financial rewards.

Thanks for all you do – as a singer, our amazing staff, our board and all our Fifth Section volunteers. You ARE Harrisburg Gay Men's Chorus and I'm honored to be back working more closely with you all!

Respectfully submitted on August 11, 2013, by Terry Drew Karanen, Annual Campaign Chair.