

# Annual Campaign/Musetta Report – August 2014

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## Annual Campaign Report

The annual campaign mailing party will be Sunday, September 14, noon and begin at Fays Café in Carlisle. After brunch we'll return to our place (2008 W. Trindle Rd, Carlisle 17013) to put together the mailing. I expect adult beverages to be available to facilitate expedient processing. For those not aware, we also have a hot tub, though the mailing work will have to be accomplished in the dining room.

By the time the mailing goes out many 2013-14 sponsors and advertisers will have been contacted. This is an individual and personal outreach to once again express our appreciation for their support and to give them advanced notice that our new season brochure and other information will be mailed out soon. The calls and emails are *not* a request for financial support.

Our fundraising for the Chorus through sponsorships and advertising is *not* a hard-sell, nor is it a once-and-done affair. I'll talk briefly about this at the annual meeting with more specifics of how everyone can participate.

To be effective in this endeavor the work done with our sponsors and donors is a year-round commitment, not something that can occur for a brief two-month period at the beginning of the season. I appreciate the board approval I've received to renew my commitment for the 2014-15 season. I look forward to working with more people to expand even further the financial support we have received in recent years.

## Musetta Report

Work started over the summer continues to reconstruct, replace, archive and affect an overall cleanup on the filing system and various documents (WORD/PDF files, MP3, graphics, etc). The major effort currently being done in Musetta is re-construction the archives. Many of the board reports were never uploaded to the system and several were uploaded in file formats not keeping with our procedures. Lacking secure, archival records puts the Chorus in the position of violating legal requirements for 501(c)(3) organizations, so it must be a priority. The major file folders have now been updated and work continues on the re-construction. I will begin working with our new board secretary to divide duties to maintain Musetta and insure we have secure archival files.

As always, please contact me if you have suggestions, questions or concerns about my service to the Chorus with regard to the annual campaign or Musetta.

Submitted respectfully by Terry Drew Karanen, 18 August 2014.