

Annual Campaign Report – 9/22/13

For those of you not at the rehearsal last night, the annual mailing (389 letters) went out on 9/16. Our thanks goes to Jeff Mitchell, Ron Livingston, David Payne and Paul Foltz who helped us get the materials in the envelopes for mailing, and Kevin Wagner for getting the envelopes run through a postage meter – as opposed to MORE peeling or licking! Board members are not on our general mailing list in Musetta (which automatically saves postage) and you will be receiving your copies from Eric Laumer at or before the board meeting, if you weren't at the rehearsal on Monday, 9/16.

I would appreciate it if all board members would set the bar high for the rest of the members. Please consider a sponsorship yourself above and beyond our minimal dues. Or, perhaps an ad for your business or from some business or organization we've not yet seen in our programs? Steve Creps, Jefferson Rougeau, José Venereo and Peter Holtz have consistently financially supported HGMC through their ads and it is greatly appreciated. Together, I believe we can make this the most successful annual campaign in the history of the chorus. My preliminary goal is \$3,000 in advertising and sponsors (both corporate and individual/couple). I'd love to exceed \$5,000 - will you join me in that vision?!?

Our big push to our past and potential advertisers will begin October 1. That gives us a full six weeks to reach our goal and get all ad copy in for printing by November 17. Payments can be mailed to the P.O. Box or given to Kevin Wagner on Monday evenings. Payments by credit card for ads, sponsorships or anything other financial obligation may be arranged by contacting Kevin W. directly. Our website also has a PayPal button that can be used as well. Ad copy should ideally be sent electronically to Kevin Nield, who will be assembling our season program booklet this year. The specifications for ad copy is clearly stated on the advertising form, but if you or an advertiser needs additional guidance, please contact Kevin N. If you need more forms you'll find them on Musetta, thanks to Eric Laumer.

I'm planning on having as many theatrical and artistic exchange (non-paid) ads as possible. This is a terrific (and free!) way to support the arts in our larger community and gives us exposure to many people who may have never heard of us. Kudos go to Kevin Wagner for securing our first exchange ad with Theatre Harrisburg.

I have contacted Rabbi Carl Choper (of The Interfaith Alliance/TIA) and Rev. Lori Rivera (MCC and the LGBT Coalition) to see if we can run a full-page notice for the Coalition, highlighting the 27 welcoming, affirming spiritual communities who make up the LGBT Coalition (which itself is a sub-committee of our local TIA chapter). And just to proactively defend my strategy before someone on the board brings it up, NO, we are not "giving away the program." If we ONLY got our advertisers back from last year we'll easily exceed \$2,000 in revenue, which is why I feel my goals stated above will at least be met if not exceeded with so many new potential advertisers and donors in the community. The exchange and few freebies we include do more in free advertising for us and goodwill than money can buy.

Respectfully submitted by Terry Drew Karanen on September 17, 2013.