

Annual Campaign Report – 10/20/13

The annual campaign is well underway. I'm getting weekly orders and checks via Kevin W. after rehearsals on Monday evening. I appreciate Eric who picking up the checks for making sure the PO box remains emptied out! If I'm flying when the checks come in, Kevin copies the checks for me and clips them to the paperwork for me to handle upon my return. All prior year digital ad copies have been sent from Steve Creps to Kevin (Nivek) N. I continue to work via email with Nivek to insure we have not missed anyone. Steve C. sent home the complimentary tickets to me, but I will be forwarding them on to Jeff who is sending them (if applicable) with thank you cards.

Since last month's report the following has been accomplished for the annual campaign:

- New spreadsheets for advertisers, sponsors and season tickets have been created
- Files created for hardcopies of paperwork
- After ads and/or sponsorships are received:
 - Terry makes a phone call to thank the person(s) if possible; and,
 - Jeff sends out a thank you note with any complimentary tickets (if applicable)
- All previous Chorus reps have been verified for advertisers, or reassigned (I've taken back almost all the ones I had originally from previous years)
- Chorus reps have been encouraged to begin emailing and/or calling their assigned advertisers
- The first emails/calls to return advertisers began on October 8
- 57 emails (with the annual letter and form attachments) were sent on October 8 to all the "email only" people we have in Musetta.

Statistics to date (October 10):

- Total committed revenue ads: \$1,125
- Total funds received for revenue ads: \$450
- Total number of revenue ads: 5
- Total number of exchange ads¹: 3
- Total number of gratis ads²: 3
- Grand total of all ads: 11
- Total number of sponsors (individual or couple): 3 (\$?)
- Total funds received from sponsors: \$250
- Total funds pledged by sponsors (monthly payments): \$500(?)
- Total number of corporate sponsors confirmed: 1 (Major Donor)
- Total number of season tickets: 2 (Total of \$100)

Included in those numbers are three new organizations: Harrisburg Humane Society (exchange ad, secured by Kevin W.), the LGBT Coalition (gratis ad, secured by me), and the Center for Spiritual Living Cumberland Valley (revenue ad, secured by me). To date we have one Chorus members who has stepped up to the plate as a sponsor, another who will be sending their check in and three of our members have paid for, or committed to, ads for the program, plus two others are pending a decision. It is my hope that the November report will include more from our own members (singers, board members, artistic staff and Fifth Section volunteers).

Submitted respectfully by Terry Drew Karanen, October 10, 2013.

¹ **Exchange (reciprocal) ads** – our ad goes in another organizations program and we run theirs, i.e. Theatre Harrisburg.

² **Gratis (benevolent) ads** – ads space we offer to non-profits who continue to support the Chorus as well as the great GLBTQ community, e.g. Silent Witness Peacekeepers.