

Annual Campaign Report – 12/15/13

This is a short one this month! Just wanted to give you some current stats on our annual campaign. In my September report I set a goal of \$3,000 for advertisers and sponsors, and asked you to vision with me the possibility of exceeding that goal to at least \$5,000.

As it turns out, we doubled that goal or, if you consider the in-kind donations as well, tripled it. Here's out that breaks down:

Advertisers	Contracted for \$2,400	Already paid \$1,650
Sponsors/Pledges	Total amount is \$3,910	At least \$1,540 already paid
In-kind donations	Worth \$2,780	

This brings our cash/pledged campaign total to \$6,310. Adding in the in-kind donations the 2013-14 Annual Campaign is worth **\$9,090** to the Chorus! I hadn't thought to add in the in-kind donations in the previous reports, but since the board started adding that category into the annual budget a couple years back it seems appropriate.

You should also know that additional patrons have inquired about advertising and/or sponsorships for this year after the printing of the program, two at our "Winter Whirl" concert. Since we are able to include a new insert with each concert I will continue pursuing these leads as well as insure the sponsorship list is updated with new names as those sponsorships are received. We have over 50 percent board participation as sponsors! If you have not yet committed to sponsorship I encourage you to do so before the next concert in the spring.

I have emailed Kevin N. to get his feedback on the way we communicated getting the ads and sponsors into the physical program. Overall it went well, but I'm sure there is room for improvement that we together can create, or pass on to whomever does this next year.

Along those lines, should it be the board's pleasure to have me serve again next season in this capacity I would like to begin planning the 2014-15 campaign with the executive and finance committees in the spring. For the immediate future, I expect to spend January re-organizing the annual campaign notebooks and digital files, and get complimentary programs sent out to our advertisers.

Submitted respectfully by Terry Drew Karanen, December 9, 2013.