

Annual Campaign Update – 10 May 14

There's been major to report since my last report in December of last year, but I wanted to update you on where the campaign is to date.

In past seasons the extent of our "annual" campaign has been limited to the fall. To get the results we've obtained this season it's a 12-month, full-season position. This season I've been continuing to contact people and organizations, not only to show our appreciation for their support, but to cultivate relationships. I hope you've noticed that with every concert program our sponsorship list has grown, thanks to the combined efforts of so many of our members, particular certain members of the board. So kudos to you!

Pledges, rather than lump sum donations, were suggested for a number of people, increasing the amounts they could give. These pledges are all on track as of this month, and one couple will be exceeding their committed amount.

I'll be working with Jeff and our AD in June, if there is an AD hired by that time for the next season, to compose the 2014-15 annual campaign letter. A new timeline will be established for completion of the different components needed for the campaign, based on the concert dates for the new season.

I dropped the ball on two things this year that I promise to correct for next season. The first is that the souvenir programs normally sent after the first concert never went out. To make up for that I'll be sending the souvenir programs before the end of the month with a letter to thank the advertisers for their support, remind them of the Voices United concert and to mention when our 2014-15 annual campaign will begin. Before anyone asks, the executive committee will approve the letter prior to the mailing, since full board approval will not be possible before the deadline.

Second, I remembered (too late to do anything about it) that the board had talked about a spring postcard campaign before Jeff was elected president. As I recall, Jeff didn't remember anything about this project (correct me if I'm wrong, Jeff!), but I'd like the board to think about again for the next board meeting. Work scheduling permitting I plan on being at the board meeting to get your feedback on how we can make next year's campaign even better! (Jeff: Write yourself a note to put that on the June agenda, please?)

Submitted respectfully by Terry Drew Karanen, May 10, 2014.