

# Annual Campaign/Musetta Report – July 2014

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## Annual Campaign Report

It's time to wrap-up the 2013-14 Annual Campaign and begin planning for the 2014-15 campaign. Jeff and Adam have begun working on our annual letter. Steve C. is working with Kevin W. to prepare the forms for ticket sales, advertising, etc. Finally, Kevin W. is also putting the finishing touches on the 2014-15 season brochure. All materials will be sent to the printer mid-August for an early September mailing.

In prior years the board approved two mailings – one at the beginning of the season and a sponsorship post-card mailing in the spring. I neglected to advise Jeff or the board in time to have it done this season. **I am requesting the board approve that in its August meeting for the next season.** It's become obvious to me this year that this is not a short commitment for the first few months of the season – it's a year-round job – but I'm up for the ongoing duties.

## Musetta Report

I would like to thank the entire board for supporting my request to return as Musetta administrator. I look forward to continuing and expanding the work I started when we first added Musetta to our organization. I have reviewed, corrected and revised all contacts in the database:

- Entries now once again follow the USPS approved guidelines for mailing;
- Duplicates for couples have been combined; and,
- “Deceased” contacts have been deleted.

We now have 401 “contacts” in the system. Most are for the mailing list, about 40 are emails only, and the rest are “placeholder” contacts that cannot be deleted (Because the contact is linked to a volunteer shift worked it makes them part of our permanent records). I have put policies back into place to insure mail and emails are not sent to these contacts. There are numerous updates that need to be made to the existing organizational/leadership entries, but I will be undertaking that after our elections at the annual meeting. Once that is completed **! once again strongly suggest that ALL board members use Musetta as their sole means for communicating with the board, committees and Chorus-related messages.** If you are unfamiliar using the system for this purpose please let me know.

It is imperative that Farm Show signups be returned to Musetta and that volunteers carefully maintain the sign-up book Bob uses at the events. There is no evidence that the book has been used in the 2013-14 season to verify what was signed up for in Musetta. Without this cross-check system we originally set up there really is no way for Kevin or any future treasurer to rectify who is owed what as far as credit toward GALA funds. Yes, it's a can of worms, but it's the reality of what the board will need to deal with. If the board chooses not to utilize Musetta

for this purpose, then it appears the board needs to create a whole new procedure to insure accurate records.

I'm working over the summer to reconstruct, replace, archive and affect an overall cleanup on the various documents (WORD/PDF files, MP3, graphics, etc) that have been placed in the Files section. By the beginning of the season I expect to have the system returned to one that can be used easily without having to search for what members are looking for. In that regard, it was decided when we first got Musetta that sensitive documents (reports, especially financial ones) are to be archived in the Files as PDF copies, to maintain a more secure history. I will work with David Zayas in his temporary capacity as secretary to insure this is once again being done, as well as attempt to reconstruct the board minutes and associated documents that are currently missing.

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. I can't correct something if I don't know it's a problem.

Submitted respectfully by Terry Drew Karanen, 9 July 2014.