

Annual Campaign Report – November 2014

There have been several snafus in this year's annual campaign, most unavoidable. I'm disappointed with the lack of response from the board and members with regard to securing advertising or even responding to emails. Two of our members were kind enough last week to email back to say being a sponsor or advertiser wasn't possible for this year. This was terrific to hear! Why? Because both individuals had the decency and professionalism to make a choice *and* communicate that to me.

Any board member or singing/non-singing member of this organization should have gotten back to us within two-to-three weeks after the annual mailing, which was over two months ago. They have been included in at least two if not three additional emails from me as well as the singers and singing board members hearing Jeff's announcements at rehearsal. I just don't get it, particularly from board members whose primary responsibility is the financial health of the organization. And, a huge thank you to the three board members who have stepped forward as personal sponsors.

Any possibility of advertising and/or sponsorship from the rest of our board/members is currently in limbo, ***less than two weeks before the program needs to go to Kevin N. for design and onto printing.*** If advertising comes in after then we will, of course, accept it. But that means the ads will have to be included in the insert section of the program, not the program book, creating additional work for Kevin N. for each concert. I'm not going to pretend to this board that it hasn't been more frustrating this year than ever before. To date I've heard from only four board members and six chorus members. The total number of the two groups totals 33 people. So you can see why I feel the response from within our own organization has been less than stellar.

On a more positive note, though we have not yet made our budgetary goals, financial support is not lacking. Here are the current stats:

	2013-14	2014-15	Total	Budgeted	Short/Over
Pledges	\$ 2,020	\$ 2,220			
Ind Sponsors	\$ 1,835	\$ 1,355	\$3,575	\$ 4,000	\$ (425)
Corp Sponsors	\$ 500	\$ -	\$ -	\$ 500	\$ (500)
In-Kind Donations	\$ 1,750	\$ 3,520	\$3,520	\$ 2,500	\$ 1,020
Advertising	\$ 2,100	\$ 750	\$ 750	\$ 2,500	\$ (1,750)
Over/Short					<u>\$ (1,655)</u>

Pledges this year are up and the result of only five people (two couples and one individual), which makes up the bulk of the support in our Individual Sponsors category. At present we have no corporate sponsors (one for \$500 is pending) and advertising is down considerably. Our in-kind donations category is skewing the results because this year we are recognizing two people, Angela Dicks and Paul Foltz, who have given generously in the past, but never acknowledged in the program. So the ***deficit at this point is closer to \$2,600*** than \$1,665.

Submitted respectfully by Terry Drew Karanen, 9 November, 2014.