

# Annual Campaign Report – February 2015

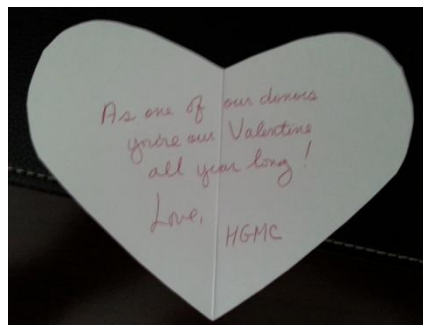
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## Donor Appreciation Function

Jeff spoke to be after my report for January and indicated the board would have a decision on this event by the February board meeting. I await news so that firm plans can be made and our top donors invited.

## Valentine's Day Mailing

I decided to send a Valentine's Day card to each of our donors after hearing about an idea on this through Chris Davenport's "Movie Mondays" non-profit videos. Red cards and envelopes were purchased; the cards were cut into the shape of a heart; and, a personal message written. This is part of expanding our annual campaign into a truly *annual* (meaning throughout the year) project. It's also an important way to keep in touch with our donors that does not include PR information or an "ask" for financial support.



## Annual Campaign Master Calendar

A master calendar for the annual campaign work is included at the end of this report. It's a "work-in-progress," but I wanted to the board to be aware of what's been implemented thus far. I know it's a lot to review and process, but I would appreciate the critical eye of the board to insure that something I have scheduled does not in some way conflict with other team efforts.

Submitted respectfully by Terry Drew Karanen, 17 February 2015.

# Annual Campaign Seasonal Calendar

Last Update: February 10, 2015

## January

- 15: Purchase red/pink envelopes and paper for Valentine's Day mailing

## February

- 12: Mail Valentine's Day cards
- 25: If Production has not yet given you the next year's concert schedule contact them

## March

- 1: Create spring campaign postcard  
Follow-up with any pledge payments still outstanding
- 20: Spring campaign postcard to printer  
P/U postcard stamps  
Review Musetta for address corrections  
Run labels for mailing
- 25: Check w/PR to see how next season brochure is coming along

## April

- 1: Mail spring campaign postcard
- 15: Donor Appreciation Party (date tentative – schedule so as to not conflict with holidays)

## May

- 1: Seasonal brochure should be at the printer soon so it's ready for the spring concert and Pride
- 20: Is the season brochure printed?

## June

- 15: Send out concert program and thank you note to all advertisers  
Remind AD & president of annual campaign letters due in July  
Check w/Steve Creps-Rougeau to see if he's creating/printing the B&W brochures

## July

- 5: Check in with AD & president about annual campaign letters

- Check in with Production and/or PR about seasonal brochure
- 25: Letters finalized
- Tentative count for envelope purchases & stamps (mailing AND return envelopes)

## August/September/October

Everything that happens during these three months is impacted by the date of the first (winter) concert and the first rehearsal of the winter semester. Once those are determined, calculate the current year dates based on the following timeline:

- 16 weeks out: Personalized letters sent to all contributors and advertisers advising them annual campaign is soon
- 14 weeks out: All printing should be at the printer or soon on it's way  
Review/update Musetta mailing list
- 13 weeks out: Annual mailing party to assemble mailing
- 12 weeks out: Annual mailing information given to chorus members  
Contacts of previous contributors or advertisers divided between members  
Solicit members for new contributors or advertisers  
Remind secretary that weekly post office visits are crucial over the next three months  
Annual mailing sent  
Annual eMailing sent w/attachments (for those contacts who are email only)
- 10 weeks out: Email all previous contributors and advertisers to insure they have received the mailing
- 8 weeks out: Begin "soft" calls on previous contributors and advertisers
- 6-5 weeks out: Begin follow-up calls, schedule meetings if necessary
- 4 weeks out: Last week to be part of the seasonal brochure shell
- 3 weeks out: Advertising cut off for seasonal brochure shell – send all graphics to Nivek

## November

- 15: Create holiday greeting eCard  
Remind board about getting sponsor for Donor Appreciation Party in the spring
- After Thanksgiving: Follow-up by phone on any non-contributors who have given in the past

## December

- 15: Send holiday greeting eCard