

Annual Campaign Report – April 2015

Spring campaign mailing

The postcards were processed and mailed as was reported as planned in my last report. As of 15 April, we have received \$120.00.

\$100.00 was from a donor who has already donated the same amount in the fall. The other \$20.00 came from a new donor! These additional donations amount to a little more than cover the cost of printing the postcards, mailing labels and purchasing postage. However, the deadline for getting the donations in for recognition at the spring concerts is another five days away, so I'm hopeful that amount will increase.

Annual campaign update

I've sent a "note" to Adam and Jeff as a nudge, reminding them they'll have annual letters due out in a couple of months. PR has the 2015-16 season brochure well-underway to be in print by our spring concerts, meaning we can begin taking 2015-16 season ticket orders at the upcoming concerts. This, by the way, is excellent because it once again shows our patrons we don't just throw things together at the last minute. We are consistently making plans 12-18 months in advance and that's the mark of a professional performance organization.

Annual Donor Appreciation Party in 2016

Please accept my thanks for the control the board gave me at your last meeting to move forward with this event next season. It is my hope that it will become an annual event to which our donors will look forward to, perhaps even raising their contributions to the level required for an invitation!

Budget

The annual campaign has come in this season about \$80 under budget. I have notified Kevin W. that the same amount should work next year as far as expenses. I'm still working on what I feel will be reasonable expectations for the various income streams the annual campaign addresses. I will have that in before the deadline.

Master Calendar Upcoming Duties

May

Nothing due

June

- 15: Send out souvenir concert program and thank you note to all advertisers
 Remind AD & president of annual campaign letters due in July

Submitted respectfully by Terry Drew Karanen, 15 April 2015.