

Annual Campaign Report – May 2015

Annual Campaign 2014-15

I'm still continuing to wrap up the donor pledges for this season. Three are outstanding, but Kevin W. and I are working on contacting the individuals. I'm pleased overall with what is coming up at our final results ... and we can do more! Which brings me to ...

Annual Campaign 2015-16

Work continues on the various components that go into the mailing packet scheduled out in the fall. I have a new contact at Highmark who I've been cultivating for some time and he's willing to put in his backing for us in our application for a corporate sponsorship from the company. The application has been finished and I expect to have a decision within six-to-eight weeks. The requested amount would be in the "Concert Underwriter" category (\$2,500-\$4,999). It was suggested by my contact that \$2-3,000 is not an unreasonable request. Fingers crossed, please!

Master Calendar Upcoming Duties

June

15: Send out concert program and thank you note to all advertisers

July

5: Check in with Production and/or PR about seasonal brochure – *Done and printed by PR!*
25: Annual campaign letter finalized
Tentative count for envelope purchases & stamps (mailing AND return envelopes)

Submitted respectfully by Terry Drew Karanen, 17 May, 2015.