

Annual Campaign Report – July 2015

2014-15 Wrap-Up

2014-15 souvenir programs mailed at the end of June to advertisers along with a 2015-16 season brochure and a letter of appreciation for their support during this year.

2015-16 Activities

I've started working on the three different letters that will go out to our mailing list and potential sponsors. The first draft of the first one – a letter of appreciation for the 2014-15 sponsors and advertisers – has been sent to the executive committee for comment. Its tone is one of appreciation for our donors, asks them what we can do better and presents our current, positive financial situation. NONE of the letters will be begging for money – NO ONE wants to give to an organization that is struggling! Our whole attitude is changing in how we present ourselves and how we “do business.” It's exciting to be part of this and our donors will (or do!) feel the same way.

I've contacted Steve Creps-Rougeau to see if he'll be updating the advertising and universal order forms, and if Perry Physicians will once again be copying those for us. The annual campaign mailing party is scheduled (on paper at least!) for Saturday, August 22, with packets being given to all singing members at the following rehearsal on August 24. The annual mailing will be sent on September 8. A new, updated schedule for now through December is below following this report.

Submitted respectfully by Terry Drew Karanen, July 21, 2015.

July

- 5: Finalize annual campaign fall letters
Check in with Steve Creps-Rougeau about fall inserts (advertising and universal order forms) to be printed and ready by August 10 – Email sent early July (not sure when); 21Jul – Txt msg sent to Steve about updating the forms and running the copies;
- 25: Letters finalized
Tentative count for envelope purchases and stamps (mailing AND return envelopes)
Purchase needed envelopes, labeled and stamps (if necessary)
Approach possible venues for spring Donor Appreciation Party to secure ad space

August through November

Everything that happens during these four months is impacted by the date the first rehearsal, the annual meeting and the first (winter) concert. Once those were determined, the current year dates were calculated based on operational necessity determined from prior years:

- August 10: Personalized letters sent to all donors and advertisers advising them annual campaign is soon
All letter/inserts should be printed
Review/update Musetta mailing list
- August 15: Annual mailing party to assemble mailing
- August 17: Annual Meeting/First Rehearsal - Annual mailing information packets given to all who attend
(Singers/members not there will have their packets mailed to them)
Contacts of previous donors or advertisers theoretically divided between members
Solicit members for new donors or advertisers
Remind secretary that **weekly post office visits** are crucial over the next three months
- September 8: Fall mailing of annual campaign sent
Annual eMailing sent w/attachments (for those contacts that are email only)
- September 14: Email all previous donors and advertisers to insure they have received the mailing
- September 28: Begin “soft” calls on previous donors and advertisers
Contact potential new donors and advertisers
Remind Adam and Jeff their letters are due soon for the program
- October 12: Begin follow-up calls, schedule meetings if necessary
- November 2: Last week to be part of the seasonal brochure shell
- November 9: Advertising cut off for seasonal brochure shell – send all graphics to Nivek
- November 16: Seasonal brochure shell completed and sent to Dickinson Printing well-prior to Thanksgiving

November

- 15: Create holiday greeting eCard
Update board re: Donor Appreciation Party in the spring
- After Thanksgiving: Follow-up by phone on any non-donors who have given in the past

December

- 15: Send holiday greeting eCard