HGMC Finance Committee Report for Nov 15, 2020

**Grant Writing**

We will be receiving $2000 program grant from the PCA for 2021. The funds are expected in January.

We have been approved for a $4850 grant for the 2021 Spring Concert from the Arts for All program at TFEC. Agreement will need to be returned and then check will be forthcoming.

**Farm Show**

Looking unlikely to have any events this season. The building remains closed and the Farm Show event in January will be virtual. GAOS is looking less likely to occur.

**Fundraising**

* February Fundraiser – We will we work on developing plans for either live event or virtual event or combination for February.
* We will plan another fundraising meeting after the annual campaign has been started. Likely in early December.

**Annual Campaign**

* Kick off event – replay of Two Boys Kissing
  + Joshua Shank has agreed to $50 royalties to replay the event on web.
  + Occurred last night. Nov 14 at 7:30 on youtube.
    - Replay set for Wed, Nov 18, 2020
  + Promotion with email blast, social media push and postcards
* Annual campaign materials – Mail and email the week of Thanksgiving
  + Letter from chorus (in process) – update on our status and COVID restrictions, AD status
    - Steve and/or Chris will sign letter
    - Separate letters for business and patrons
  + No season brochure this year – due to uncertainties
  + Sponsorship levels have been updated and are on web site
  + Fundraising brochure/list to be included
  + Response form
  + Website update for responses
* Campaign funding streams
  + Kickoff donations
  + Sponsorships
  + No playbill advertising for this season due to uncertainty of events
  + Discontinue song sponsorships for same reason
  + Paid performances/appearance – Unlikely for this season.
* Campaign Execution
  + Prepare printed, email and online material
    - Steve – printed material and email versions; Chris – social media postings
  + Prepare Website and alternative donation receptions – in process - Steve
  + Prepare and send mailing
    - Steve will get printing done and arrange for mail prep
    - Mail to all previous donors and those without an email address
    - Email for those with email address
    - Mail and email for business/foundations
  + Send emails - Week of Thanksgiving
  + Direct solicitations by Board members – In December/January
  + Receive donations
  + Acknowledge donations
    - Thank you cards from Chris
    - Tax acknowledgements from Steve – year end

Respectfully submitted on November 15,2020

Steven Creps-Rougeau, HGMC Finance Committee Chairperson