

Public Relations / Marketing Report

September 2016

I apologize in advance for the length of this report and for the myriad of bullet points that need to be discussed and resolved during our upcoming Board meeting. As you can see below, I plan well in advance for the PR work that needs to be done so that nothing is overlooked or forgotten, adequate time is allotted for design and review before publishing, and all required tasks can be completed without interfering with my full-time job.

Therefore, I am respectfully requesting of the Board that going forward I be given a minimum two-week written notice for any PR related tasks that need to be completed or published. As in the past I will try and accommodate any short-notice request if possible, but I will not compromise the integrity of my job nor my employer's computer protocols to perform chorus-related tasks while I'm traveling.

If the Board deems this request as unreasonable, I then ask that the Board immediately appoint a replacement for me as Public Relations Chairperson.

Thank you.

Halloween Fundraising Event

The initial poster prototype has been created and must be submitted to the printer in the next several days in order for it to be ready and available for distribution to chorus members by Oct. 3rd.

- HGMC Board approval of the poster is required. Prototype will be shown at the meeting.
- Bar704 approval of the poster is required. Who can get this done quickly?
- How many posters do we want printed for this event?
- Initial email blast scheduled for 10/13; Reminder email blast scheduled for 10/27.
- Do we want to provide the Bar704 bartenders with black HGMC T-shirts for the event?
- Can we request all chorus members not in costume to also wear their black HGMC T-shirts?
- Will we be doing a 50/50 drawing at this event?
- Do we want to raffle off a basket with HGMC branded items (coffee mug, can covers, tote bag, T-shirt, pens and 2-tickets to our Christmas Concert) ?
- Should we fund a page-boost on Facebook for this event, and if so what is the budget?

Christmas Concert

The initial poster prototype has been created, and the postcard design will be based on the finalized poster.

- HGMC Board approval of the poster is required. Prototype will be shown at the meeting.
- How many posters do we want printed for this event?
- Poster/Postcards to be sent to the printer the week of Oct. 17th
- Posters available for chorus member distribution on Oct. 31st.
- Postcards scheduled to be mailed to patrons on 11/7
- Initial email blast scheduled for 11/17; Reminder email blast scheduled for 11/25
- We had allocated funding in our budget for Facebook page-boosts. Do we want to page-boost the Christmas Concert, and if so which concerts should promoted, and what is the budget for each?
- Do we want to continue the practice of Exchange Ads in our concert playbills?
 - Theatre Harrisburg
 - Bar704
 - Central PA Womyns Chorus
 - Rainbow Chorale (Delaware)
 - Humane Society
 - Baltimore Men's Chorus (?)

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Christmas Concert (continued)

- Discussion about creating concert-specific playbills instead of using a single playbill for all concerts.

PROS

- Playbill cover would be relative to the actual concert
- Donor Giving-Level would reflect a more current status
- Additional program inserts are no longer needed
- Opportunity to acquire additional advertisers throughout the year
- Less waste at the end of the concert season

CONS

- No cost savings from bulk printing
- Separate playbills must be created and printed for each concert

Giving Tuesday

This year Giving Tuesday (11/29) occurs four days prior to our initial Christmas Concert.

- Facebook posting is planned for Giving Tuesday.
- I am suggesting a page-boost for Giving Tuesday, as that does allow us to reach potential area patrons that we normally would not connect with. Page-boost amount to be determined.
- I have concerns regarding an email blast for the event, due to the close proximity to our Christmas Concert promotions.

Choir Genius Chorus Portal

All chorus and Board members have been sent an initial login invite for the application, together with instructions in how to complete their initial logon. To date, most of our members have signed into the portal and are actively using the features and functionality of the application.

In addition to myself, Ted Neal has been granted Administrative rights for the product, and he too can perform any configuration changes or adjustments that are necessary. Ted has been helping to support the product and field user questions since the initial roll-out last month.

Website

Updated Advertising, Donation and Sponsorship pages have been created for the Annual Fundraising Campaign, and all upcoming concert events have been added to the website for purchase.

Facebook

Ted Neal and Adam Gustafson have both been added as administrators on our Facebook page, and can now assist in keeping postings current and relevant.

Twitter

Jeff Mitchell and Aaron Menzer have both been provided with credentials to post on our Twitter feed, and can now assist with issuing Tweets about our events.

Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson