

# Public Relations / Marketing Report

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## November 2016

### Halloween Fundraising Event

Two mass-email campaigns were sent out in support of the event to 342 patrons, resulting in the following statistics:

- First email sent on Oct. 13<sup>th</sup>
  - 102 unique opens (30% open rate)
  - 4 link clicks (4% click-thru rate)
  - 286 total opens
  - 37% opened the email on desktop computers, 63% opened on a mobile device
- Reminder email sent on Oct. 27<sup>th</sup>
  - 114 unique opens (33% open rate)
  - 2 link clicks (2% click-thru rate)
  - 175 total opens
  - 56% opened the email on desktop computers, 44% opened on a mobile device

We're in the ballpark of the 32% industry average of for the opening of emails, but we fall short in getting our patrons to click on the email links for ticket purchases and donations.

### Christmas Concert

The promotion and marketing of our Christmas concert is in full-swing. A lot of time, effort and resources have been put into this concert, and I'm confident that our ROA (return on assets) will be visible to all by the number of patrons occupying the seats at each of the concerts. Highlights and overview of the tasks:

- 10/18/16 – Fifty (50) free Christmas concert tickets were provided to the LGBT Center for distribution among the Harrisburg, York and Lancaster Common Roads young adult programs
- 10/18/16 – Twenty-five (25) free Christmas concert tickets were provided to Capital Area School For The Arts Charter School for distribution among the senior class members
- 10/18/16 – Twenty-five (25) free Christmas concert tickets were provided to Bar704 to be awarded as prizes in their Trivia Night competitions.
- 10/31/16 – Press release regarding the concert was sent to 10 print and radio outlets in Harrisburg, York and Lancaster areas
- 10/31/16 – Posters and postcards were made available to chorus members for distribution
- 11/14/16 – Over 400 postcards will be bulk-mailed to patrons
- 11/16/16 – Sneak-peak promotional video of the Christmas Concert will be loaded to YouTube
- 11/17/16 – Initial mass-email to patrons will contain a link to the sneak-peek promotional video with cross-promotional tie-ins on both Facebook and Twitter. Facebook posting will also be a paid post-boost to extend our reach.
- 11/24/16 – Sneak-peak video will be published directly on our website and Facebook, with another paid Facebook post-boost
- 12/01/16 – Reminder mass-email sent to patrons, with Facebook and Twitter tie-ins, and another paid Facebook post-boost

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## February Fundraising event

This event will take place on February 12, 2017, so it is already in the initial planning stages by Eddie and Jeff, and more work is scheduled to be done here over the next few weeks. This event will be less than four weeks away when we start our Spring semester – so the promotional and marketing materials need to be available to chorus members by our first day of rehearsal, which is January 23, 2017.

## Spring Recruitment

The Christmas concerts will be our only public opportunity to enact a recruitment effort for the upcoming season. A full-page announcement for new members has been included in the concert program, and recruitment promotional materials will be on display at the front-of the-house in each of our venues. A concentrated effort needs to be made to push recruitment at the concerts, with each chorus member being a potential recruitment contact point.

An open recruitment email blast is scheduled to be sent out to all patrons on January 5, 2017, with the usual Facebook and Twitter tie-ins. A reminder email will be sent on Jan. 19, 2017 to those individuals expressing an interest in joining, with several independent Facebook and Twitter posts to promote recruitment as well.

Open auditions are scheduled for Jan. 23 and Jan. 30, 2017.

Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson