

Annual Campaign Report – November 2015

Fall Campaign Updates

Here is the breakdown to date (11/17/15) as far as how much we've generated in commitments in relation to our goals:

- | | |
|------------------------------|-----------------------|
| • Pledges & Single Donations | 61% of goal |
| • Corporate | 25% of goal |
| • In-Kind | 104.5% of goal |
| • Ads | 120% of goal |

These are *current*, not *final* figures. The giving CAN continue! While we have every reason to be proud of the goals we have neared, reached and exceeded, we should have done better. Unfortunately, I ran out of time in reaching some advertisers and was completely unable to reach out to new leads due to maintaining and communicating with existing advertisers. I once again encourage board members and our singers to be proactive in securing ads for next year's program, and continue to pursue sponsors for the remainder of the season. Corporate and individual sponsor recognition is still possible as we update those lists with every concert insert.

An email promotion for "reoccurring giving" was sent out on October 28. We received one response for a total of \$60 per season. There is a small fee, however, with reoccurring giving (via PayPal), but that's the cost of doing business. Studies have indicated the more reoccurring donors an organization has the more stable it becomes. Reoccurring givers seldom stop giving, but often increase their donations.

The program brochure files were completed on time, but not all the errors were completed. The individual responsible has apologized for the error. Unfortunately, the damage has already been done and is causing additional fall-out. There was, once again, far too much drama for my taste. I don't need the stress frankly.

While I appreciate the gratitude Jeff has given me over the years of my handling the annual campaign I'm not completely in line with the direction in which delegation of duties is going in the chorus. I'm also aware these are long-standing issues and not likely to change.

For that reason I am hereby giving notice to the board that this will be my last year as the annual campaign manager. Honestly, I'd like to be done with it by the end of the year. But, I've given my word to Jeff that I would not resign till the end of the season. For that reason, and that reason only, my resignation will be effective July 31, 2016.

I will handle the upcoming activates through the Valentine's Day mailing, but shortly after the first of the new year someone needs to step forward to start taking over what has to be commitment that runs twelve months a year; no successful non-profit runs a giving campaign without committing to it throughout the year. The reason that someone needs to start taking over in early 2016 is that preparations for the following season start in **February**. It doesn't make sense for me to start those preparations since I'll not be involved in the 2016-17 season. But I can certainly mentor someone else to begin the process. Additionally, I'm currently responsible to "Tweet out" announcements in cooperation with the many notices that go out from the PR Chair, e.g. via Facebook, email via Musetta, press releases, advertising, special events, community events, etc. I took it on since I'm familiar with Twitter and Kevin is not. How Twitter is handled in the future may fall to the new PR Chair, rather than a duty of the annual campaign manager, who must work in concert with the PR Chair.

Upcoming activities *before* the end of the year include:

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
Tweet(s) about #GivingTuesday (December 1, 2015)

December

15: Send holiday greeting eCard

Donor Appreciation ~~Party~~ Reception

You'll note the name change above. Just sounds better to me.

However, the board needs to decide whether it wants to move forward with arranging a donor appreciation reception. I believe it is a strong motivator to donors that the Chorus shows its appreciation for them without any "ask" during the reception. But, that is now, once again, at the pleasure of the board and whomever takes over. All I ask is that if it's done the Chorus do it with class and professionalism. This should not be a "pick-it-up-at-Giant-on-the-way-to-the-event" type of thing, or a potluck.

The only suggestions for venues I've received so far are:

- Cielo Rooftop Lounge at the 704 Lounge
- Cornerstone Coffeehouse
- What If Café

I did ask last month in my report for additional suggestions; none were received. We should have a firm number in January 2016 to begin contacting venues once again. Part of the incentive can still be an ad in the 2016-17 program brochure.

In closing, may I express my appreciation to the board in the latitude and authority entrusted to me during my tenure in this position.

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