

# Annual Campaign Report – December 2015

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## Missing Donations

I followed up on December 8 with 13 former/regular donors who have not yet given this year (six emails and seven snail mail letters), plus a new donor, who is also a long-time attendee of our performances. To date, this mid-holiday push has already resulted in an additional \$150 in donations as noted below.

## Fall Campaign Updates

I have not received notification of any additional donations or sponsors since the beginning of the month. **For our treasurer to have a complete record of 2015 donations he must have all checks no later than December 31 so that our donors can be given the correct amounts for their 2015 charitable deductions. I charge the board with insuring all mail is collected before that day.** Here is the breakdown to date (12/16/15) as far as how much we've generated in commitments in relation to our goals:

- |                              |  |
|------------------------------|--|
| • Pledges & Single Donations | 74% of goal (compared to 61% last month)   |
| • Corporate                  | 25% of goal (no change over last month)    |
| • In-Kind                    | 104.5% of goal (no change over last month) |
| • Ads                        | 120% of goal (no change over last month)   |

We can count on the Pledges & Single Donations category increasing and possibly the Corporate category. I don't expect the In-Kind or Ads Categories to change, which is not a tremendous disappointment, since we have exceeded our goals.

A winter-season wrap-up eCard of thanks and hopes for a happy holiday season was sent out on December 16 to all on our email list. This is one of the new additions to the annual campaign. I strongly urge the board to include the funds next year to have physical postcards that duplicate all the emails. We still have about 30 percent of our audience base that either doesn't have email or hasn't given their address to us. And...that same demographic includes some of our largest donors. It's an investment we need to have in the future.

## Donor Appreciation Reception

I'm sure by now the board has received my email, apologizing for last month's note about the reception and the need for the next annual campaign manager to handle this event. This is not a project someone needs to have thrown in their lap to produce in the spring. I will handle it and keep the board informed. Once again, my apologies for over-reacting to the drama which accompanied the program design issues and also contributed to my resignation.

I have received offers of help with the reception, but at this point the only help necessary is more suggestions on venues. Please submit additional ideas before the end of the year. As a reminder, I'll be pursuing the following after the first of the year: Cielo Rooftop Lounge at the 704 Lounge, Cornerstone Coffeehouse and What If Café. My preference is for all board members in attendance to be actively mixing with our donors, as opposed to being involved in the logistics that afternoon. That may happen, but it's not an optimal solution.

## Transition to the New Annual Campaign Manager

Below are the activities planned for this position through May of 2016. **The portions in red as ones that I hope my successor will be working with me to complete or take over.**

### January

- 15: Begin handcrafting cards/envelopes (embossed, stamped, cut) for Valentine's Day mailing. Red envelopes and paper for have been purchased.

### February

- 11: Mail Valentine's Day cards
- 25: **If Production has not yet given you the next year's concert schedule contact them**

### March

- 1: **Create spring campaign postcard in cooperation with PR chair**  
**Follow-up with any pledge payments still outstanding**
- 20: **Spring campaign postcard to printer**  
**P/U postcard stamps (unless that's being done by the printer)**  
**Review Musetta for address corrections**  
**Run labels for mailing (or transmit Excel document to printer from Musetta)**
- 25: **Check w/PR to see how next season brochure is coming along**

### April

- 1: **Mail spring campaign postcard**
- 10: Donor Appreciation Party (2-4p)

### May

- 1: **Seasonal brochure should be at the printer soon so it's ready for the spring concert and Pride**
- 20: **Is the season brochure printed?**  
**Review 2016-17 season annual campaign calendar**

Submitted respectfully by Terry Drew Karanen, December 16, 2015.