

Public Relations Report

February 2016

Contact Management

We need to increase our contact base if we want to grow our event attendance, donation levels and membership. All chorus members need to step up to the plate and help with this endeavor – it can't be accomplished by only one or two people.

- At our first rehearsal of the season, each chorus member was asked to sign up five (5) friends and/or family members not already on our mailing list. No new contacts have been added from that attempt.
- Since installing the self-service app on our website and Facebook pages, we've added **6** new contacts – **1** from the **website** and **5** from **Facebook**.
- John Folby signed up **5** new contacts at the February fundraising event.

February Fundraising Event

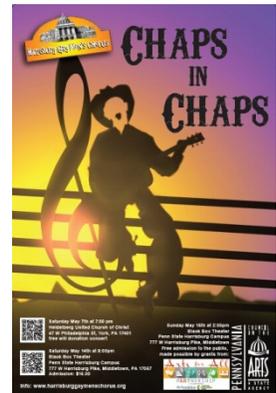
The initial email campaign for the event was sent on Jan. 28th, with a reminder email sent on Feb. 18th. Multiple postings were done in Facebook to also help promote the event.

Facebook

A "call to action" button has been enabled on our Facebook page. Patrons can now click on the "Donate Now" button to go directly to our Sponsorship/Charitable Giving web page, where they can select and make the donation level of their choosing. We've already received our first donation. The Cher-Ma-GaGa video was posted on our Facebook page on Jan. 21st. The video was inadvertently dropped when our page was converted to a Non-Profit status.

Spring Concert

Kevin Nield has completed the poster design for the Spring Concert. The graphics for the postcards, website and Facebook pages are in the process of being created and when completed will be posted with the show information on each of the media sites. Target completion date for the graphics is March 7.



Harrisburg Pride Event

We have received the Vendor Brochure for the 2016 Harrisburg Pride Festival, being held on Saturday July 30, 2016 from 11am-6pm. A board decision will need to be made in regards to purchasing a booth for the chorus.

New Logo Selection

Due to weather-related school delays, the logo design submissions from the art students at Carlisle HS will not be received until Friday Feb. 26, 2016. Therefore, the timetable for selecting the new chorus logo has been pushed back for another month. The new dates will be:

- **March 20** All logo designs presented at monthly board meeting for review and initial selection
- **March 21** Top three (3) designs presented to chorus members for comments and thoughts
- **April 4** Last day for chorus member input on selected designs
- **April 24** Input summary presented at monthly board meeting, with final logo selection being made by the Board members
- **April 25** Selected logo design turned over to Graphic Artist for actual logo creation

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Social Media Metrics

FACEBOOK

	Dec.'15	Jan.'16
Lifetime Total Likes	852	860
New Likes	15	18
Unlikes	4	8
Page Engagement	231	388
Reach of page posts	1869	4188
Total Video Views	0	1079
Demographic of "Likes"		
Females - 18-24	6	5
Females - 25-34	27	29
Females - 35-44	49	51
Females - 45-54	63	63
Females - 55-64	70	71
Females - 65+...	38	38
Males - 13-17	2	2
Males - 18-24	28	26
Males - 25-34	116	117
Males - 35-44	124	124
Males - 45-54	176	178
Males - 55-64	110	111
Males - 65+...	35	37
External Referrers		
http://www.harrisburgmenschorus.org	0	2
https://www.google.com	4	1
unknown	9	8

WEBSITE

	Dec.'15	Jan.'16
Total Site Visitors	N/A	30
New Site Visitors	N/A	22
Pages Viewed	N/A	51
Referrers - by Name (Rolling 90 day avg)		
Facebook	19	21
Yahoo	16	15
Google	287	288
Others	211	213
Referrers - by Type (Rolling 90 day avg)		
Pinterest	0	0
Social Media	25	26
Search Engines	328	328
Others	184	183

Respectfully submitted by Doug Wentz, HGMC PR Committee Chair.