

# Public Relations / Marketing Report

---

March 2018

## Concert with the Gay Men's Chorus of Washington

The email campaign for this event has been executed. The following organizations were contacted and provided with marketing materials, and all have either included with their monthly newsletter or sent a stand-alone email to assist us with the outreach:

- The LGBT Center
- Heidelberg United Church of Christ
- Lancaster Reformed Church
- Unitarian Church of Harrisburg
- St. Peter's Lutheran Church
- Market Square Presbyterian Church

To date, the social media campaign is generating positive responses overall, and we're experiencing an increase in the number of post shares occurring with the paid boost.

## Philanthropic Outreach

If not already started, we need to begin tracking all charitable community outreach programs – those directly hosted by us and those in which the HGMC participates as a group.

Each event should be tracked separately, with the following details:

- Event Name
- Charitable recipient of the event proceeds
- Dollar amounts raised by the event, and the number of HGMC hours or participants
- If the event is hosted by HGMC, list of any additional participating groups
- If HGMC is a participant, provide the name of the group hosting/coordinating

These statistics can be used to demonstrate our contribution to the community, which in turn can stimulate patron donations and increase our grant eligibility.

*Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson*