

Public Relations and Marketing Report

June-August 2016

Significant transformations have been made to the Public Relations and Marketing areas of the chorus in 2016. Change is never a simple or painless process but if we are to be a successful organization we need to continuously grow and evolve. The following highlights some of the advancements that have occurred over the last eight months.

Marketing and Promotional Emails

In January we began using Constant Contact® to more effectively produce, manage and distribute promotional and marketing electronic communications. This tool not only enables us to send visually appealing emails with images and active hyperlinks, it also efficiently monitors the effectiveness of each campaign, provides an unsubscribe functionality for the recipient and supplies us the ability to embed signups for our mailing list directly within our website and Facebook pages. This feature alone has added 20 new patrons to our mailing list.

New Chorus Logo



In April the chorus adopted a new logo, in May the board created and approved a tagline for the logo, and as of June 1, 2016 all marketing, promotional materials and social media were branded with the updated “face” of the organization. Since it’s unveiling we’ve received numerous positive comments on our new logo from both patrons and peers alike.

Non-Profit Bulk Mailing Permit

In June the chorus was granted Non-Profit status by the US Postal Service, and a Bulk Mail permit was obtained. By using bulk mail, the chorus will save over \$500.00 per year in postage costs for our various mailings (savings figure is based on the HGMC 2015-2016 actual mailings and postage costs).

Branded Merchandise

Also In June, T-shirts emblazoned with the HGMC Logo were made available for purchase to all members of the chorus and Board of Directors. The t-shirts were worn by the chorus representatives at the GALA Festival performance, and were again used when we sang the National Anthem for the Harrisburg Senators game.

Additional apparel wear with the chorus logo is available for members to purchase individually (polo shirts, T-shirts, hats). Branded coffee mugs, insulated can covers and tote bags are also available (and make great gifts!).

Choral Management Software Replacement

June was also when the transition began from our previous Choral Management software (Musetta) to a new software solution from Groupanizer called “**Choir Genius**”. The new chorus portal provides additional flexibility, features and mobile device support while reducing the yearly maintenance fees associated with

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the previous product, saving the chorus over \$600.00 annually. After 8-weeks of fine-tuning and testing, the new chorus portal was enabled for online access as of August 1st.

Pride Festival of Central PA and York Equality Fest

In July and August the chorus staffed booths at both the Pride Festival of Central PA and York Equality Fest, selling chorus merchandise and chances on raffle baskets. We also leveraged these events as an opportunity to promote the upcoming chorus performances and fundraisers, and to actively recruit new members and new mailing list patrons. Although the weather was not cooperative and the attendance was less than optimal, the efforts of Tim Coleman, John Folby, John Hunter, Tom Lynes, James Mitchell, Bob Nease Ted Neal, David Payne, Andy Zelinski and myself resulted in forty-eight new patrons being added to our mailing list and the potential of eleven new members for the chorus by talking one-on-one with individuals.

Summary

To date the promotional and marketing efforts employed thus far have yielded positive growth in our connection to the immediate community. In summary, since the start of 2016, we have:

- extended our social media reach (Facebook/Twitter) to over 1100 individuals
- grew the patron list by 19%, adding 104 new names and addresses from the following sources:
 - Facebook – 4
 - Website – 16
 - Spring Concert/ Voiced United – 24
 - Pride Festival of Central PA – 25
 - York Equality Fest – 23
- cultivated a pool of 13 potential new member recruits

Respectfully submitted by Doug Wentz, HGMC Public Relations/Marketing Committee Chair