

SIA Marketing Team Meeting Notes

10-17-09

Present: Kim Senne, Sheri Williams, Rachel Christiansen, Penny Meier

Absent: Dean Miller, Stephanie Young-Teske, Schele Smith

Marketing Timeline / Deadlines

Oct. 15	Deadline: Email Marketing Newsletter sent
Oct. 26- Nov. 6	Media Calls (to select media) to pitch "new group" & targeted print media for Concert #1
Oct. 19-23	Concert #1 - Postcard design
Nov. 2	Deadline: Concert #1 – Postcard mailed
Nov. 2- 4	Deadline: Press Releases emailed for Concert # 1
	Follow up with Media as requested
Nov. 2-6	Concert #1 program template design – cover art ready
Nov. 6	Deadline: Concert #1 program content ready for layout
Nov. 6-11	Concert #1 program design/layout
Nov. 11	Deadline: Concert #1 program file to WEST for printing
Nov. 11	Deadline: Email concert reminder sent

I. Email Marketing Overview

- a. Discussed feedback on the newsletter & how we will use "Constant Contact" for future marketing
 1. **Sheri** will send out to secondary mailing (those not included on first run)
 2. **Penny** will make edits to newsletter for 2nd mailing: 2010 (not 2009) on concert descriptions for Feb. & April; include North View Choir in Nick Page description; Rockford concert is "free will" offering at the door.
 3. Next email communication will be a concert reminder per deadline on timeline
 4. Also discussed using Constant Contact to send out a donation solicitation in early December & needing the ability to donate via credit card on the site by then
 5. Briefly discussed response to our name/mission sent from The Singers (Matthew Culloton) & that the leadership team will directly respond to their concerns

II. Media "pitch" calls for Concert #1 & SIA Organizational Announcement

- a. Penny will identify "key" media for contact for each message and distribute to **Kim, Rachel and Stephanie** who have volunteered to make calls
- b. Distributed "Tools for a Successful Media Pitch" sheet

III. Concert #1 Marketing "A Grateful Gathering

- a. Looked at postcard designs & discussed cost for printing & mailing
- b. Press Release - Penny will write and distribute via email to targeted media. Will email to those making calls to media.
 1. PR will include picture of chorale and hopefully an audio file - **Kim Senne's** husband Dave "may" be willing to edit our rehearsal recordings into a file for us otherwise, we'll ask **Ken Williams** to do this for us.
- c. Email reminder - **Penny**
- d. MacPhail - will only let us put up a poster and leave postcards. Discussed designing a simple poster that we can use for this. Penny will look into cost through same online service using for postcard - or design on own, if there is time.
- e. Faith will do internal marketing to congregation
 1. **Stephanie** will call Forest Lake Times and other surrounding community papers
- f. **Sheri** will put concert info on all online concert calendars

IV. **Concert #1 Program**

- a. Decided to go with a simple half-sheet size, folded program in black & white
- b. Template design and layout - **Kim Senne** (program cover art - **Paul Karlson**)
- c. Content Gathering - **Rachel**; will make sure all song descriptions are assigned and to Kim by deadline
 - 1. Discussed idea of having a "by-line" by each description with the choir members name, section and profession - to illustrate or internal collaborative nature
- d. Printing - **Sheri/Ken** through West; will get deadline info from West

V. **Other items: Food Donations, Post-Concert Reception, Donor Thank You Letter, Volunteer Email, Concert Greeters?**

- a. Marketing would like to solicit audience to bring a non-perishable food donations to the fall concerts to go along with our Thanksgiving theme
 - 1. **Sheri and Rachel** will bring large baskets to gather food
 - 2. **Sheri** will be in charge of choosing which food shelf to use and getting donations to that organization after concerts
 - 3. Will include info on this on our concert postcard and email marketing
- b. **Rachel** is coordinating post-concert reception at MacPahil (with Jan Malecha)
- c. **Sheri** will revise the donor thank you letter for chorale - **Penny** will send her the letter to edit
- d. Discussed need for another "Volunteer Needs/Sign up" sheet to be sent to chorale
 - 1. Perhaps sending a sheet of all tasks currently being done along with the name of who is doing it, so that people will see who is and who is not volunteering??
 - 2. Put all tasks on an excel sheet with boxes to check off and require all singers to return it along with their preferred job!
- e. Who is coordinating "greeters" at our concerts & do we need to think about ticket tables at any of the upcoming venues for Nick Page?