

Region Quarterly Results and Campaign Outlook

Quarter 1
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Message

Our message for the first quarter in Region 17 was to offer 4 weeks of Free Vocal Lessons using the Vocal Lesson Plans provided by International.

Total Responses

| Response | Count |
|---|-------|
| Telephone inquiry | 57 |
| Email inquiry | 20 |
| Newspaper or advertisement | 31 |
| Radio | 0 |
| TV | 0 |
| Website | 8 |
| Word of Mouth | 33 |
| Yard Signs, car bumper stickers, business cards, flyers | 34 |

Average Percentage of Responses

| Response | Count | Percentage % |
|------------------------------------|-------|--------------|
| Total inquires | 299 | |
| Guests Visits | 104 | 35% |
| Return Visits | 50 | 17% |
| How many did not return? | 54 | 18% |
| How many still plan to audition? | 11 | 4% |
| How many have joined the choruses? | 5 | 2% |

Value of the campaign message

Our region seemed to be in agreement that the Campaign message was a valuable one, and reached the appropriate target audience, just perhaps not at the right time. Our contest was in May and with the beginning of the fiscal year there were challenges with the change of administrations in some chapters. Many campaigns began later than expected. Some chapters continued to proceed with programs of their own which were not 'part of the plan'. Some chapters did not participate at all, and will jump on board in the second quarter.

From the surveys, prospective members were very impressed with the education they received, the camaraderie and general fun at rehearsals. There were concerns about financial and time commitments. There were personal preferences regarding music choices that kept one prospective member from joining.

Lessons Learned

I believe that word of mouth, business cards, flyers, & yard signs were our best sellers for this particular campaign. I also believe that it will work for our 2nd quarter "Real Women Sing" this is a very effective tool that can be used year long.

Again, I would reiterate, that I think the whole campaign would be better served if it began at a different time of year. Starting at the beginning of the fiscal year was difficult for the new regime. They did not feel enough informed about the program. This could totally be my fault, however all the information was distributed in a timely fashion; it was distributed to the former administrators. For some chapters this was such a challenge.

It was suggested that formal sessions at our harmony weekends teaching exacting what we should be doing during each of these quarters would be helpful.

In the future, when International develops the worldwide program, I believe training will be a necessity.

I believe the project goals are being obtained. We are learning what works, and what does not.

Highlights

Top 3 Significant Successes

| Success | Factors That Supported Success |
|--|--|
| Yard signs | Number of responses |
| Word of Mouth | Number of responses |
| Chapters that use the RW, RH, RF marketing materials | Portray a much more professional image and are following the plan! |

Other Notable Successes

| Project Success | Factors That Supported Success |
|---|--|
| Goody bags handed out to prospective members in at least 2 chapters (these have been reported to me, there may very well be more) | Guests who feel very special, and wanted, results in returning guests |
| Vocal Lessons Group Setting | Guests felt very comfortable in group setting vs. one on one they traditionally get when visiting |
| One chapter is offering \$100.00 chorus gift card to an existing member who brings invites or posts a flyer that results in a new member joining. The gift card can be used at the chorus member's discretion for any chorus related expenses | The success of this initiative speaks for itself, in that the member has an added incentive to look for new members! The gift card pays for itself. A suggestion I will make to ALL chapters in our region. Kudos. |

Shortcomings and Solutions

| Shortcoming | Recommended Solutions |
|--|--|
| Only 61% choruses responded w/eval | More communication throughout quarter, explanation once again. This is not a pass/fail program. We need all input to evaluate the success of RW, RH, RF. |
| Chapters still not using the RW, RH, RF marketing tools | Better communication from me again, regarding the plan, Membership/Marketing Forum planned for Harmony Weekend in September. |
| Chapters still following their own 'agenda' instead of the planned regional quarterly plan | Communication again is the again the key. Educating the Membership/marketing chairpersons in each of these chapters as to the importance of ALL chapters doing the same thing at the same time. The global effect is the key to the success of the pilot program, etc. |
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