

# Region Quarterly Results and Campaign Outlook

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Quarter 2  
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## Move from implementation to evaluation

Throughout each project life cycle, lessons are learned and opportunities are discovered. Collect data for this report by using the Chorus Marketing Campaign Evaluation information and summarize your discoveries below.

The objective is to gather all relevant information for better planning of future membership/marketing projects, improving implementation of new projects, and preventing or minimizing risks.

If the pilot program is a success, we hope to influence all regions to participate in this cohesive marketing campaign where we will ultimately experience substantial improvements in membership growth and retention globally.

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## Message

The focus this quarter was primarily to offer performance opportunities to prospective members. One chorus marketed membership through their own show, and one offered a free trial membership.

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## Total Responses

[List how the target audience responded to the marketing campaigns. Compile types of responses received.]

[Example]

Response	Count
Telephone	24
International Website	1
Facebook	1
Radio, Newspaper	16
Flyers, brochures	4
Chorus Website	3
Word of Mouth	41
Yard Signs	4
Email	

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## Average Percentage of Responses

Response	Count	Percentage %
Total inquiries	103	
Total guest visits?	78	76%
Total return visits?	52	50%
Total did not return?	26	25%
Total joined choruses?	19	18%
How many are committed to joining?	7	7%

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## Value of the campaign message

Our message was appropriate for our target audience and was effective. For the chapters who used the message as it was intended, they saw great success. Again, we had a few chapters who did not participate at all, or at least did not send in surveys.

Part of our chapter survey this time was to send in a New Member Survey. This was to get feedback from members who have joined since the beginning of our campaign. This was we are able to access the rehearsal experience from the members themselves. The overall experience has been positive, educational and fun.

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## Lessons Learned

I believe that we are learning that the old stand-by "Word of Mouth" is going to be our best marketing tool. Talking to someone one on one about the beauty of our hobby will ALWAYS be the best selling tool for Sweet Adelines. Next, our print ads, which shows that the RW, RH, RF materials are working! Also, we have learned that if you want to reach prospective members, let them sing with you as soon as possible. The Performance Opportunity campaign was a huge success. The chapters that bought into this had big numbers.

The only thing I can see that needs to be done differently is that ALL the chapters need to be working together, working the plan at the same time. If we work together it works! The proof is in the numbers.

There were no surprises this quarter.

I felt that our goals were met this quarter. We increased our membership numbers region-wide by 18% according to the surveys, and that is something to celebrate!

## Highlights

### Top 3 Significant Successes

Success	Factors That Supported Success
Membership increase	18%
Word of Mouth marketing	Number of responses
Performance Opportunity plan	Number of responses

### Other Notable Successes

Project Success	Factors That Supported Success
Member Surveys	Information for chapters/region to help grow chapters
Guest Nights	One small chapter facing dissolving (under 20 members had 17 guests and 7 joined!
Holiday Harmony for Women	Concise 8 week program designed with 10 songs to learn a beginning and end to program, costumes, etc. Very well planned and organized. Concluded with Holiday Party. Great Idea!

### Shortcomings and Solutions

Shortcoming	Recommended Solutions
56% of choruses responded w/evaluation, less than 1 <sup>st</sup> quarter.	Again, even <b>more</b> communication. If chapters see that the 56% of the choruses had this much success perhaps they will be motivated to follow the plan.
Chapters that are participating are planning their own programs rather than following the pilot program plan	Again, the numbers will show that the chapters following the plan are the chapters with the most successes. This should encourage all chapters that following the 'global plan' makes sense.