

Region Quarterly Results and Campaign Outlook

Quarter 4



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Message

The actual message of our 4th quarter in Region 17 was SUPPOSED to be promoting our Friends and Family Nights and general contest promotion. I believe with the confusion of contest prep this message was a bit lost in the shuffle. There were many mixed messages out there this quarter with 7 chapters reporting, there were 7 different messages. Defeated the purpose of the Pilot Program, however we were still promoting our product!

Total Responses

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

[Example]

Response	Count
Telephone	3
Email	2
Print article or advertisement	2
Radio news feature	4
Performance	3
Web site	3
Word of Mouth	18
Signs – Open House topper	84
Other	1
Former Sweet Adelines or transferring SAI	9

Average Percentage of Responses

Response	Count	Percentage %
Total Inquiries	129	
Guest Visits	49	38%
Return Visits	33	26%
Did not return	16	12%
Joined	17	14%

Value of the campaign message

I feel looking back now that the message was not clear, or just not right for us at this time. In retrospect, the chapters did not grasp the concept of promoting membership through the Friends and Family night.

Lessons Learned

What did work well, was we gained new members! What was lost was the global concept.

I feel that education is the key. I should have communicated the message more clearly to the chapters. Used email, snail mail and website to drive the message home!

The only real surprises were the lack of participation. I am disappointed in the response this last quarter from only 7 chapters.

While we gained new members, I do not believe that the project goals were attained this quarter, because we didn't ALL follow the plan.

Highlights

Top 3 Significant Successes

Success	Factors That Supported Success
Gained new members	The total numbers
Raised internal awareness	Chapters focusing more on membership/marketing

Other Notable Successes

Project Success	Factors That Supported Success
New Member Tea Party	One chapter held a tea party for new members. Director, President, Treasurer, Heads of Makeup, Costume, Choreography, Music and Membership Committees all attended and presented information relative to their area of expertise. They played an original trivia game to reinforce what they had learned about Sweet Adelines. FABULOUS idea.
General message of 'harmony, fun, and friendship for women'	One chapter has this general message throughout their chorus culture and have recently added the tagline to their ads "come for the singing, stay for the chorus"

Shortcomings and Solutions

Shortcoming	Recommended Solutions
Low participation	Better communication
Too many messages	Better education of program and message, better communication from management team (me)

