

**OHIO VALLEY CHAMBER MUSIC NETWORK SURVEY:
PR/MARKETING/DEVELOPMENT**

Please take a few moments (about 10 minutes should do it) to complete the following questionnaire about marketing/PR/development activities within your organization. At the end of the survey, feel free to add anything else we haven't considered. You can e-mail your completed survey back to Mary White at mary.t.white@wright.edu, and she will compile the results and share them with everyone. Thank you!

1. How do people typically learn about your concerts? Check all that apply:

- _7_ Season brochure
- _2_ Reminder postcards for each concert
- _6_ Paid print advertisements
- _5_ Paid radio advertisements
- __ Phone canvassing/sales
- _4_ Posters at retail venues
- _3_ Free radio PSAs
- _6_ Feature stories in local newspapers
- __ Feature stories in regional or national newspapers
- _6_ Interviews on radio or TV shows
- _4_ Calendar listings in local print media
- __ Paid TV ads
- __ Free TC PSAs
- _3_ Other (please explain) **We distribute brochures and flyers to public libraries, high schools, music conservatories etc. email listing of University Faculty/Staff/retired faculty; articles in newsletter to patrons. WEBSITE!**

2. Other marketing methods you employ include (check all that apply):

- _4_ Personal contact with subscribers
- _5_ Special events (i.e. subscriber party, concert, etc.)
- _2_ Co-ops with for-profit businesses (swapping tickets for in-kind services)
- _1_ Promotions (appearances in non-concert venues)
- _3_ Coupons or freebies
- _1_ Group sales
- _4_ Inserts in cultural performance programs, or other mediums
- _4_ Pre-or post-concert parties, performances, etc.
- _1_ Other: Please describe:

3. On average, what percentage of your average concert audience is comprised of single ticket purchasers?

- _1_ 0 – 10%
- _3_ 11% - 25%
- _2_ 26% - 50%
- _1_ more than 50%

List the top three most effective ways you communicate with new/single ticket purchasers :

1. Brochures, 2. Pre/post concert dinner/talks/receptions 3. Surveys.

The audience can fill out forms with their mailing info to be used in raffles for CDs. This info is entered into database for future mailings.

Online purchases included addresses; have brochures available at all concerts; fliers for the next concert; have a guest book people can sign with address info (tho not too successful). Newsletter and other mailings after initial purchases; hope to develop email promotions after new website is up—emails addresses to be collected from online ticket purchases. Audience receptions, capture contact data at box office, website, postcards, board circulates in city at similar events.

4. We actively pursue past subscribers to get them to re-subscribe. 7 True ___ False

If true, how do you do this?_

Phone Calls_ Personal letters, End of years letters followed by phone calls. Keep mailing list current; offer ticket sales by mail to them first. Special promotion before new season is announced to general public, includes seating preferences. Keep data in computer file, include in all mailings, end of year letter.

5. How often do you collaborate with other arts organizations, in swapping lists, exchanging ads, jointly sponsoring an event, etc.?

3 Frequently

3 Sometimes

___ Rarely

1 Never

Explain any successful collaborations you've entered into with another organization:

local classical radio, swapping ads in programs (2); on-air ticket offers to raise funds for public radio stations; bookmarks with our season on one side for Borders bookshop; Music minister at local church promotes concerts to church members. We encourage visiting artists to conduct master classes at local conservatories; in some cases a conservatory has included our concert in its own festival, contributing to costs. Outreach events, master classes, free noontime concerts downtown, the Raves (with radio station), on-air ticket giveaways.

6. What other methods do you employ to generate audience interest, including member perks, special events, etc.? Please describe:

Informal, ad hoc invitations to groups, nothing highly organized; provide free tickets on public radio fundraisers, raffles, arts gala, tennis tourney, pre-concert talk and simple supper; post concert dinner with performers. Target special audiences for certain concerts

We try to have one Member Reception each year following a concert, may use guest tickets for concert admission. Preconcert lectures usually well attended. We offer "come-as-you-are concerts with an adult education free pre-event at 6:45 so people can come from work and relax.

7. Our annual advertising budget is:

- 0 - \$1,000
 \$1,001 - \$2,500
 \$2,501 - \$5,000
 \$5,001 or more

8. Publicity/Marketing Staff: Select all that apply

- We have a marketing committee that determines marketing budget and strategies
 We have a full time PR person on staff
 We have a part time PR person on staff
 We hire a PR consultant part time or for occasional projects
 volunteer (or volunteer committee) does all of our PR
 We have no active PR efforts at this time

9. We have a sponsor for the entire season:

- a) every year; b) most years; c) occasionally; d) rarely; e) never. (6)

10. We have a sponsor for every concert:

- a) all the time; b) most of the time(1) c) often (1) ; d) rarely;(1) e) never (3)

11. We currently have an annual giving campaign in place.

- True False **We solicit twice a year, once in seeking various levels of membership at start of season, and at end of the calendar year. We rely heavily on notes written by Board and Committee members on the President's form letter.**

We try to get subscribers at higher levels with our annual subscription drive.

12. Our endowment is currently:

- 0- \$25,000
 \$25,001 - \$50,000
 \$50,001 - \$100,000
 over \$100,000

13. We currently have an estate planning/lifetime gift program in place.

- True False

We are planning to introduce planned giving solicitation. Without a suitable staff we hesitate to enter the annuity area though we may be able to work something out with a cooperatively organized planned gift program.

14. Our annual donations from individuals comprises approximately **5, 6, 16 (1) 20 (2), 25 (2) %** of our annual budget.

Additional comments or ideas?

These data reflect organizations with different administrative structures. Most are independent presenting organizations that only present chamber music. One is affiliated with a university and has a budget that covers five orchestral concerts and a three-concert chamber

music series. While these data do not include survey results from all OVCMP members, they nonetheless represent organizations ranging size, budget, and structure.

Thank you!