

Promotional Report

July 31, 2015

<i>Promotional Efforts</i>				<i>Advertising Fee</i>	<i># of Brochures Printed</i>	<i>Brochures/Printing Fee</i>	<i># of Brochures Mailed</i>	<i>Postage/Fee Paid</i>	<i>Members Received</i>	<i>Dues Revenue Generated</i>	<i>Net</i>
1	Brochures				5,000	\$ 640.84	690	\$ 85.56	2	\$ 75.00	\$ (651.40)
2	Current Member - Unspecified Promotion Period								89	\$ 3,775.00	\$ 3,775.00
3	Professor or During a Class - Unspecified Promotion Period								43	\$ 1,335.00	\$ 1,335.00
4	<i>Social Problems</i> Journal								35	\$ 2,090.00	\$ 2,090.00
5	Annual Meeting								58	\$ 3,645.00	\$ 3,645.00
6	Online Advertisement - ASA's contexts (impressions: 15,012, total click-throughs: 27)			\$ 700.00					2	\$ 60.00	\$ (640.00)
7	Online Advertisement - Oxford University Press								1	\$ 45.00	\$ 45.00
8	Online Advertisement								2	\$ 60.00	\$ 60.00
9	List-serv announcement								16	\$ 570.00	\$ 570.00
10	Websearch								29	\$ 975.00	\$ 975.00
11	Other								43	\$ 2,495.00	\$ 2,495.00
Total				\$700.00		\$640.84		\$85.56	320	\$15,125.00	\$13,698.60
<i>Target E-mail Blasts</i>		<i>Date Sent</i>	<i>Webpage</i>		<i>Unique Users Actively Engaged in Website (Google)</i>	<i>Number of Pageviews (Google)</i>	<i>Cumulative Number of Pageviews (Google)</i>	<i>Webpage Design Fees</i>	<i>Cumulative Members Received</i>	<i>Dues Revenue Generated</i>	<i>Net</i>
1	Graduate Student Promotion - sent to 146 Directors of Graduate Studies	1/12/2015	http://www.sssp1.org/gradpromo/					\$0.00	0	\$0.00	\$0.00
2	Graduate Student Promotion - sent to 672 [2014+ students]	1/12/2015	http://www.sssp1.org/gradpromo/				323	\$112.50	32	\$1,005.00	\$892.50
3	Call to Action: Time to Renew and Recruit! - sent to 1049 [2014+ members (MINUS STUDENTS)]	1/12/2015	http://www.sssp1.org/MembershipPromo			Not tracking these promos past 3/31/15	95	\$67.50	79	\$3,350.00	\$3,282.50
Total							418	\$180.00	111	\$4,355.00	\$4,175.00
2015 Promotion Summary		<i>Total</i>									
Total Expenses		\$1,606.40									
Total Members Received		431									
Total Dues Revenue Generated		\$19,480.00									
Promotion Revenue Generated		\$17,873.60									

New Member Breakdown

7/1/2015 - 7/31/2015

CountOfPromotion	Promotion	SumOfAMOUNT_PAID
3	Annual Meeting	135
5	From a current member	225
2	Other	75
5	Professor or During a class	165
4	Social Problems Journal	370
3	Websearch	105
22		\$1,075.00

Current Member (recorded on upper portion of promotion schedule when not within a special promotional window of time)

- Any new member that selects "From professor or during class" and the referral is a current member.
- Any new member that selects "current member" with a referral or without a referral.

Professor or During Class (recorded on upper portion of promotion schedule when not within a special promotional window of time)

- Any new member that selects "From professor or during class" and the referral is NOT a current member or there is no referral.

2015 Graduate Student Promo- Sent to Grad Student Members and Department Chairpersons (recorded on promotion schedule), through 3/31

- Any new member that selects "From professor or during class" and the named professor is NOT a current member or there is no referral. Assumption is that is was forwarded from the grad student promo sent to chairpersons or from a list serv.
- Any new member that selects "current member" and the referral is a grad student.

2015 Call to Action: Time to Renew and Recruit! Promo - Sent to SSSP members excluding graduate students (recorded on promotion schedule), through 3/31

- Any new member that selects "From professor or during class" and the referral is a sssp member.
- Any new member that selects "current member" and specifies a member that is not a grad student.
- Any new member that selects "current member" that does not specify a referral.

Journal

- From the *Social Problems Journal*

Graduate Student Promotion
1/12/2015

Emailed Director of Graduate Studies
1/12/2015

Call to Action: Time to Renew and Recruit!
1/12/2015