

Promotional Report

July 31, 2016

<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						764	\$ 110.83	1	\$ 30.00	\$ (80.83)
2	Current Member - Unspecified Promotion Period								82	\$ 4,255.00	\$ 4,255.00
3	Professor or During a Class - Unspecified Promotion Period								36	\$ 1,095.00	\$ 1,095.00
4	<i>Social Problems</i> Journal								34	\$ 1,480.00	\$ 1,480.00
5	Annual Meeting								58	\$ 2,865.00	\$ 2,865.00
6	Online Advertisement - ASA's contexts								8	\$ 480.00	\$ 480.00
7	Online Advertisement - Oxford University Press								1	\$ 30.00	\$ 30.00
8	Online Advertisement								3	\$ 105.00	\$ 105.00
9	List-serv announcement								25	\$ 915.00	\$ 915.00
10	Websearch								20	\$ 825.00	\$ 825.00
11	Other								39	\$ 1,750.00	\$ 1,750.00
Total				\$0.00		\$0.00		\$110.83	307	\$13,830.00	\$13,719.17
<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 153 Ph.D. and 76 Master's Only Directors of Graduate Studies	1/12/2016	http://www.sssp1.org/gradpromo/					\$0.00	0	\$0.00	\$0.00
2	Graduate Student Promotion - sent to 693 [2015+ students who want to receive group announcements]	1/12/2016	http://www.sssp1.org/gradpromo/		Not tracking these promos past 3/31/16		298	\$135.00	59	\$1,845.00	\$1,710.00
3	Call to Action: Time to Renew and Recruit! - sent to 1022 [2015+ members (MINUS STUDENTS) who want to receive group announcements]	1/12/2106	http://www.sssp1.org/MembershipProm				108	\$135.00	72	\$3,180.00	\$3,045.00
Total							406	\$270.00	131	\$5,025.00	\$4,755.00
2016 Promotion Summary		<i>Total</i>									
Total Expenses		\$380.83									
Total Members Received		438									
Total Dues Revenue Generated		\$18,855.00									
Promotion Revenue Generated		\$18,474.17									

New Member Breakdown

7/1/2016 - 7/31/2016

CountOfPromotion	Promotion	SumOfAMOUNT_PAID
2	Annual Meeting	75
4	From a current member	165
3	Other	120
2	Social Problems Journal	60
1	SSSP membership brochure	30
3	Websearch	135

15

\$585.00

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.

2016 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 it 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.

2016 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
1/12/2016

Emailed Director of Graduate Studies
1/12/2016

Call to Action: Time to Renew and Recruit!
1/12/2016