			Promotional	Report						
			July31, 201	17						
Promotional Efforts			Advertising Fee	# of Brochures Printed	Brochures/Printing Fee	# of Brochures Mailed	Postage/Fee Paid	Members Received	Dues Revenue Generated	Net
Brochures						946	\$ 208.21		\$ 90.00	
Current Member - Unspecified Promotion Period						210	\$ 200.21	87	\$ 3,775.00	
Professor or During a Class - Unspecified Promotion Period								22	\$ 690.00	
Social Problems Journal								27	\$ 1,950.00	
Annual Meeting								52	\$ 2,620.00	
Online Advertisement - ASA's contexts								6	\$ 210.00	\$ 210.00
Online Advertisement - Oxford University Press								-	+	\$ -
Online Advertisement								3	\$ 105.00	105.00
List-serv announcement								13	\$ 405.00	\$ 405.00
Websearch								18	\$ 750.00	\$ 750.00
Other								52	\$ 2,665.00	\$ 2,665.00
Total			\$0.00		\$0.00		\$208.21	283	\$13,260.00	\$13,051.79
Target E-mail Blasts	Date Sent	Webpage		Number of Unique Users Actively Engaged in Website (Google)	Number of Pageviews (Google)		Webpage Design Fees	Cumulative Members Received	Dues Revenue Generated	Net
Graduate Student Promotion - sent to 153 Ph.D. and 75 Master's Only Directors of		1.8								
Graduate Studies	1/12/2017	http://www.sss	pl.org/gradpromo/				\$0.00			\$0.00
Graduate Student Promotion - sent to 678 [2016+ students who want to receive group										
announcements]	1/12/2017	http://www.sss	p1.org/gradpromo/	Not tracking these promos past 3/31/17		362	\$45.00	55	\$1,650.00	\$1,605.00
Call to Action: Time to Renew and Recruit! - sent to 1023 [2016+ members (MINUS STUDENTS) who want to receive group announcements]	1/12/2017	http://www.ssspl.org/MembershipPromo		Not theking these promos past 5/51/17		99	\$45.00	99	\$3,505.00	\$3,460.00
Total						461	\$90.00	154	\$5,155.00	\$5.065.00
		1					¢, 0100		<i>\$2,220,00</i>	40,000.00
2017 Promotion Summary	Total	1						1	1	1
	\$298.21	1	1	1		1		1	1	1
	437								-	1
	\$18,415.00								-	1

## **New Member Breakdown**

7/1/2017 - 7/31/2017

CountOfPromotion	Promotion	SumOfAMOUNT_PAID
3	From a current member	285
3	Other	135
1	Websearch	45
7		\$465.00

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.

2017 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.

2017 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	Emailed Director of Graduate Studies	Call to Action: Time to Renew and Recruit!
1/12/2017	1/12/2017	1/12/2017