## **Promotional Report**

July 31, 2018

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	Promotional Efforts			# of Brochures Printed	Brochures/Printing Fee	# of Brochures Mailed	Postage/Fee Paid	Members Received	Dues Revenue Generated	Net
1	Brochures			5,000	\$ 759.8	0 809	\$ 174.05	1	\$ 30.00	\$ (903.85)
2	Current Member - Unspecified Promotion Period							73	\$ 3,675.00	\$ 3,675.00
3	Professor or During a Class - Unspecified Promotion Period							43	\$ 1,320.00	\$ 1,320.00
4	Social Problems Journal							27	\$ 1,230.00	\$ 1,230.00
5	Annual Meeting							50	\$ 2,200.00	\$ 2,200.00
6	Online Advertisement - ASA's contexts							7	\$ 210.00	\$ 210.00
7	Online Advertisement - Oxford University Press									\$ -
8	Online Advertisement							3	\$ 105.00	105.00
9	List-serv announcement							5	\$ 150.00	\$ 150.00
	Websearch							25	\$ 1,070.00	\$ 1,070.00
11	Other							44	\$ 2,685.00	\$ 2,685.00
	Total				\$759.80		\$174.05	278	\$12,675.00	\$11,741.15
		Date Sent	Webpage	Number of Unique Users Actively Engaged in Website (Google)	Number of Pageviews (Google)	Cumulative Number of Pageviews (Google)	Webpage Design Fees	Cumulative Members Received	Dues Revenue Generated	Net
	Graduate Student Promotion - sent to 154 Ph.D. and 64 Master's Only Directors of									
_	Graduate Studies	1/10/2018	http://www.sssp1.org/gradpromo/				\$0.00			\$0.00
	Graduate Student Promotion - sent to 682 [2017+ students who want to receive group announcements]	1/10/2018	http://www.ssspl.org/gradpromo/_	Net to abine	Not tracking these promos past 3/31/18	306	\$90.00	45	\$1,350.00	\$1,260.00
	Call to Action: Time to Renew and Recruit! - sent to 998 [2017+ members (MINUS STUDENTS) who want to receive group announcements]	1/10/2018	http://www.sssp1.org/MembershipPromo	Not tracking	tilese promos past 3/31/16	72	\$90.00	81	\$3,495.00	\$3,405.00
	Total					378	\$180.00	126	\$4,845.00	\$4,665.00
<u> </u>		1						1		
_	2018 Promotion Summary	Total						1		
	Total Expenses	\$1,113.85								L
	Total Members Received	404								
_	Total Dues Revenue Generated	\$17,520.00								
L	Promotion Revenue Generated	\$16,406.15								

## **New Member Breakdown**

7/1/2018 - 7/31/2018

CountOfPromotion	Promotion	SumOfAMOUNT_PAID
6	From a current member	530
7	Other	225
4	Social Problems Journal	180
1	Websearch	45

18 \$980.00

## 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.

2018 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.

2018 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

Emailed Director of Graduate Studies Call to Action: Time to Renew and Recruit! 1/10/2018 1/10/2018

**Graduate Student Promotion** 1/10/2018