## **Promotional Report**

## July 31, 2019

Duran et au al Efferent			# of Brochures	B. J. B. C. E.	# of Brochures Mailed	B /F B. i /	Members	Dues Revenue	Mar
Promotional Efforts			Printed	Brochures/Printing Fee		Postage/Fee Paid	Keceivea	Generated	Net
Brochures			2,000	\$ 489.95	933	\$ 205.82	!		\$ (695.
Current Member - Unspecified Promotion Period							72	\$ 4,225.00	
Professor or During a Class - Unspecified Promotion Period							37	\$ 1,255.00	
Social Problems Journal							28	\$ 1,360.00	
Annual Meeting							49	\$ 3,256.00	
Online Advertisement - ASA's contexts							3	\$ 150.00	\$ 150.
Online Advertisement - Oxford University Pres									\$ -
Online Advertisemen							4	\$ 149.00	
List-serv announcement							14	\$ 479.00	
0 Websearch							25	\$ 1,533.00	
1 Other							54	\$ 3,232.00	
Total				\$489.95		\$205.82	286	\$15,639.00	\$14,943
	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 214 Ph.D. and Master's Only Directors of									
1 Graduate Studies, 158 colleagues on the Local Arrangements Chair lis	1/10/2019	http://www.sssp1.org/gradpromo/				\$0.00			\$0.00
Graduate Student Promotion - sent to 694 [2018+ students who want to receive group announcements]	1/10/2019	http://www.sssp1.org/gradpromo/	Not tracking these promos past 3/31/19		437	\$135.00	38	\$1,254.00	\$1,119.00
Call to Action: Time to Renew and Recruit! - sent to 918 [2018+ members (MINUS 3 STUDENTS) who want to receive group announcements	1/10/2019	http://www.sssp1.org/MembershipPromo			102	\$135.00	96	\$4,848.00	\$4,713.00
Total					539	\$270.00	134	\$6,102.00	\$5,832.00
2019 Promotion Summary	Total	+	-		ļ		<u> </u>		<u> </u>
·		+	+		<b> </b>		<del> </del>	+	<del> </del>
Total Expenses	\$965.77	1	1				1	+	1
Total Members Received	420	1	1				1	+	1
Total Dues Revenue Generated  Promotion Revenue Generated	\$21,741.00 \$20,775.23								

## **New Member Breakdown**

7/1/2019 - 7/31/2019

CountOfPromotion	Promotion	SumOfAMOUNT_PAID		
2	Annual Meeting	66		
5	From a current member	414		
1	Online Advertisement	50		
3	Other	99		
4	Professor or During a class	132		
1	Websearch	33		

16 \$794.00

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.

2019 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.

2019 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 1/10/2019

Emailed Director of Graduate Studies 1/10/2019

Call to Action: Time to Renew and Recruit! 1/10/2019