

## Promotional Report

July 26, 2020

<i>Promotional Efforts</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				463	\$116.60	2	\$83.00	-\$33.60	
2	Current Member - Unspecified Promotion Period						25	\$1,589.00	\$1,589.00	
3	Professor or During a Class - Unspecified Promotion Period						14	\$462.00	\$462.00	
4	<i>Social Problems</i> Journal						18	\$887.00	\$887.00	
5	Annual Meeting						17	\$827.00	\$827.00	
6	Online Advertisement - ASA's contexts						1	\$50.00	\$50.00	
7	Online Advertisement - Oxford University Press						3	\$116.00	\$116.00	
8	Online Advertisement						2	\$66.00	\$66.00	
9	List-serv announcement						8	\$298.00	\$298.00	
10	Web search						16	\$806.00	\$806.00	
11	Other						24	\$1,625.00	\$1,625.00	
<b>Total</b>			<b>0</b>	<b>\$0.00</b>		<b>\$116.60</b>	<b>130</b>	<b>\$6,809.00</b>	<b>\$6,692.40</b>	
<i>Target E-mail Blasts</i>		<i>Date Sent</i>	<i>Webpage</i>	<i>Number of 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	Student Opportunities and Benefits announcement to 2019+ student members who want to receive group announcements	1/10/2020	<a href="http://www.ssspl.org/MembershipPromo">http://www.ssspl.org/MembershipPromo</a>	12	16	207	\$295.00	48	\$1,584.00	\$1,436.50
	Student Opportunities and Benefits announcement to Directors of Graduate Studies (ASA list and the LAC list – separate announcements)	1/10/2020								
Student Opportunities and Benefits announcement to Undergraduate Department Heads in CA, NV, OR	1/10/2020									
2	Membership Call to Action: RENEW AND RECRUIT announcement to 2019+ members (minus students) who want to receive group announcements	1/10/2020						58	\$2,700.00	\$2,552.50
<b>Total</b>			<b>Not tracking these promos past 3/31/19</b>			<b>207</b>	<b>\$295.00</b>	<b>106</b>	<b>\$4,284.00</b>	<b>\$3,989.00</b>
<b>2020 Promotion Summary</b>		<b>Total</b>								
Total Expenses		\$411.60								
Total Members Received		236								
Total Dues Revenue Generated		\$11,093.00								
<b>Promotion Revenue Generated</b>		<b>\$10,681.40</b>								

**New Member Breakdown**

7/1/2020 - 7/26/2020

CountOfPromotion	Promotion	Total Amount Paid
11	From a current member	707
1	List-serv announcement	33
2	Other	100
5	Professor or During a class	165
2	Social Problems Journal	66
6	Websearch	391

**27**

**\$1,462.00**

**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.

**2020 Student Promo - Sent to Student Members, Directors of Graduate Studies, and selective 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 student promo sent to chairpersons or from a list serv.
- Any new member that selects "current member" and the referral is a student.

**2020 Call to Action: Time to Renew and Recruit! Promo - Sent to SSSP members excluding 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 student.
- Any new member that selects "current member" that does not specify a referral.

**Journal**

- From the *Social Problems* Journal

<b>Emailed Directors of Graduate Studies</b>	<b>Emailed Student Opportunities and Benefits Promotion to Current Students</b>	<b>Emailed Call to Action: Time to Renew and Recruit!</b>
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**Emailed Undergraduate Department Heads in CA, NV, and OR/Emailed Schools Identified by Local**

**Arrangements Chair  
1/10/2020**

**1/10/2020**

**1/10/2020**

**1/10/2020**

**Gift Membership Breakdown**

Purchase Date	Number of Gift Memberships	Gift Membership Type Description	Donor Membership Type Description	Total Paid
1/1/20-1/31/20	15	Graduate Student	\$65,000 - \$74,999	\$495
2/1/20-2/29/20	0	NA	NA	0
3/1/20-3/31/20	0	NA	NA	0
4/1/20-4/30-20	0	NA	NA	0
5/1/20-5/31/20	0	NA	NA	0
6/1/20-6/30/20	11	Graduate Student	First Time Professional; \$100,000 and Up; Sustaining	\$363
7/1/20-7/26/20	14	Graduate Student	Sustaining Member	\$462
7/1/20-7/26/20	1	Undergraduate Student	Sustaining Member	\$33
	<b>41</b>			<b>\$1,353.00</b>

**Gift Membership Type Description:** Type of SSSP Membership paid for (Graduate Student, Undergraduate Student, First Time Professional, etc.)

**Donor Membership Type Description:** SSSP Membership Description of the donor (Graduate Student, Undergraduate Student, First Time Professional, etc.)

January Donor purchased 15 graduate student memberships for several Student Advisory Editors and Student members of the *Social Problems* Editorial Staff.

June Donors purchased 11 graduate student memberships (10 were for Poverty, Class, and Inequality Division members).

July Donors purchased 14 graduate and 1 undergraduate student memberships as part of an ongoing M&O promotion for those who could not otherwise renew their membership.