## **Promotional Report**

		July 21, 2021							
Promotional Efforts			# of Brochures Printed	Brochures/Printing Fee	# of Brochures Mailed	Postage/Fee Paid	Members Received	Dues Revenue Generated	Net
1 Brochures					442	\$111.95			-\$111.95
2 Current Member - Unspecified Promotion Perioc							81	\$4,776.00	\$4,776.00
3 Professor or During a Class - Unspecified Promotion Period							25	\$825.00	\$825.00
4 Social Problems Journal							18	\$1,354.00	\$1,354.00
5 Annual Meeting							19	\$1,091.00	\$1,091.00
6 Online Advertisement - ASA's contexts							4	\$166.00	\$166.00
7 Online Advertisement - Oxford University Pres									\$0.00
8 Online Advertisement							4	\$132.00	\$132.00
9 List-serv announcement							13	\$568.00	\$568.00
10 Websearch							32	\$1,676.00	\$1,676.00
11 Other							62	\$2,919.00	\$2,919.00
Total			0	\$0.00		\$111.95	258	\$13,507.00	\$13,395.05
Target E-mail Blasts	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
Student Opportunities and Benefits announcement to 2020+ graduate and undergraduate student members who want to receive group announcements:  1 540	1/11/2021						40	\$1,354.00	\$1,212.00
Student Opportunities and Benefits announcement to Directors of Graduate Studies (Ph.D. and M.A.): 190	1/11/2021	https://www.sssp1.org/membershippromo/	60	65	293	\$284.00			
SSSP Membership Call to Action: RENEW AND RECRUIT announcement to 2020+ members (minus students) who want to receive group announcements: 771	1/11/2021					57	\$3,108.00	\$2,966.00	
Total		Not tracking these promotions past 3/31/21			293	\$284.00	97	\$4,462.00	\$4,178,00
					273	9207.00	- ,,	97,702.00	94,170.00
2021 Promotion Summary	Total		<del>                                     </del>	1	1	<u> </u>	<del>                                     </del>	+	<del> </del>
Total Expenses	\$395.95		1			1	1	+	
Total Members Received	355		<b>+</b>	-	+	<b> </b>	+	+	
Total Dues Revenue Generated	\$17,969.00		<b></b>		+	-	<b> </b>	+	
						ļ	1	-	
Promotion Revenue Generated	\$17,573.05			1					

## New Member Breakdown

7/1/2021 - 7/21/2021

CountOfPromotion	Promotion	SumOfAMOUNT_PAID		
2	Annual Meeting	237		
6	From a current member	584		
1	List-serv announcement	33		
4	Other	166		
3	Social Problems Journal	314		
3	Websearch	341		

19 \$1,675.00

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.

2021 Student Promo - Sent to Student Members, Directors of Graduate Studies, and selective Department Chairpersons (recorded on promotion schedule), through 3/3

- 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.

2021 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

## Gift Membership Breakdown

Purchase Date	Number of Gift Memberships	Gift Membership Type Description	Donor Membership Type Description	Total Paid
1/1/21-1/31/21	22	Graduate Student	\$65,000 - \$74,999	\$726
2/1/21-2/28/21	6	Graduate Student	\$75,000-\$84,999 and \$85,000- \$99,000	\$198
3/1/21-3/31/21	1	Graduate Student	\$65,000 - \$74,999	\$33
4/1/21-4/30/21	3	First Time Professional, Unemployed, Graduate	\$100,00 and Up, \$65,000 - \$74,999	\$116
5/1/21-5/31/21	3	Unemployed	Sustaining, \$75,000-\$84,999, and Graduate	\$99
6/1/21-6/30/21	7	Graduate Student, Unemployed	Graduate Student, Sustaining, \$55,000-\$64,999, \$65,000 - \$74,999, \$75,000-\$84,999	\$231

\$1,403.00

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 Donors purchased 22 graduate student memberships for Student Advisory Editors & Student members of the SP Editorial Staff & Poverty, Class, and Inequality Division members.

February Donors purchased 6 graduate student memberships.

March Donor purchased 1 graduate student membership.

April Donors purchased 1 first time professional, 1 unemployed, and 1 graduate membership.

May Donors purchased 3 unemployed memberships.

June Donors purchased 3 graduate student and 4 unemployed memberships.