

## Promotional Report

July 25, 2022

<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				327	\$93.37			-\$93.37	
2	Current Member - Unspecified Promotion Period						30	\$4,320.00	\$4,320.00	
3	Professor or During a Class - Unspecified Promotion Period						14	\$490.00	\$490.00	
4	<i>Social Problems</i> Journal						15	\$905.00	\$905.00	
5	Online Advertisement - Oxford University Press						1	\$50.00	\$50.00	
6	Online Advertisement						3	\$99.00	\$99.00	
7	List-serv announcement						12	\$413.00	\$413.00	
8	SSSP Annual Meeting						17	\$2,449.00	\$2,449.00	
9	SSSP Virtual Event								\$0.00	
10	Websearch						10	\$606.00	\$606.00	
11	Other						35	\$3,970.00	\$3,970.00	
	<b>Total</b>		<b>0</b>	<b>\$0.00</b>		<b>\$93.37</b>	<b>137</b>	<b>\$13,302.00</b>	<b>\$13,208.63</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 2021+ graduate and undergraduate student members who want to receive group announcements: 622 (63 chose not to receive group announcements)	1/10/2022	<a href="https://www.sssp1.org/membershippromo/">https://www.sssp1.org/membershippromo/</a>	73	79	460	\$255.78	35	\$1,172.00	\$1,044.11
	Student Opportunities and Benefits announcement to Directors of Graduate Studies (Ph.D.-120 and M.A.-53): 173 Student Opportunities and Benefits announcement to Undergraduate Department Heads from LAC list: 6	1/10/2022								
2	Membership Call to Action: RENEW AND RECRUIT announcement to 2021+ members ( <b>minus graduate and undergraduate students</b> ) who want to receive group announcements: 918 (61 chose not to receive group announcements)	1/10/2022						47	\$1,950.00	\$1,822.11
			Not tracking these promotions past 3/31/22							
	<b>Total</b>				<b>460</b>	<b>\$255.78</b>	<b>82</b>	<b>\$3,122.00</b>	<b>\$2,866.22</b>	
<i>2022 Promotion Summary</i>		<i>Total</i>								
	Total Expenses	\$349.15								
	Total Members Received	219								
	Total Dues Revenue Generated	\$16,424.00								
	<b>Promotion Revenue Generated</b>	<b>\$16,074.85</b>								

**New Member Breakdown**

7/1/2022 - 7/25/2022

CountOfPromotion	Promotion	SumOfAMOUNT_PAID
3	From a current member	297
2	Other	83
1	Professor or During a class	132
0	Social Problems Journal	0
0	SSSP Annual Meeting	0
1	Websearch	275

**7**

**\$787**

**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.

**2022 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.

**2022 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**

<b>Purchase Date*</b>	<b>Number of Gift Memberships</b>	<b>Gift Membership Type Description</b>	<b>Total Paid</b>
1/1/22-1/23/22	7	Graduate Student/Extra Division	\$241
1/24/22-1/31/22	4	Graduate Student/First Time Professional	\$149
2/1/22- 2/28/22	22	Graduate Student	\$726
3/1/22- 3/31/22	3	Graduate Student/ Undergraduate Student	\$99
4/1/22- 4/30/22	2	Graduate Student	\$66
5/1/22-5/31/22	1	Undergraduate Student	\$33
6/1/22-6/30/22	1	Undergraduate Student	\$33

**40**

**\$1,347.00**

*\* SSSP released a new automated online gift membership purchase option on January 24, 2022.*

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

**January Donors purchased 10 graduate student memberships, 1 extra division, and 1 First Time Professional membership.**

**February Donors purchased 22 graduate student memberships. *Note: One donor purchased 20 graduate gift memberships directly through the SSSP Administrative Office.***

**March Donors purchased 2 graduate student memberships and 1 undergraduate student membership.**

**April Donors purchased 2 graduate student memberships.**

**May Donor purchased 1 undergraduate student membership.**

**June Donor purchased 1 undergraduate student membership.**

**No July Donors**