Promotional Report

July 14, 2023

	Promotional Efforts		July 14, 2023	# of Brochures Brochures/Printing Fee		# of Brochures	Postage/Fee Paid	Members Dues Revenue	Dues Revenue	Net
1				Printed		Mailed	Pala	Received	Generated	
1	Brochures					280	\$113.61			-\$113.61
2	Current Member - Unspecified Promotion Period							36	\$2,636.00	\$2,636.00
3	Professor or During a Class - Unspecified Promotion Period							23	\$776.00	\$776.00
4	Social Problems Journal							14	\$848.00	\$848.00
5	Online Advertisement - Oxford University Press							1	\$33.00	\$33.00
6	Online Advertisement							1	\$33.00	\$33.00
7	List-serv announcement							7	\$402.00	\$402.00
	SSSP Annual Meeting							27	\$1,934.00	\$1,934.00
	SSSP Virtual Event								7-/00	\$0.00
	Websearch							17	\$854.00	\$854.00
	Other							30	\$1,419.00	\$1,419.00
-								- 50	φ1,113.00	ψ1) 113.00
	Total			0	\$0.00		\$113.61	156	\$8,935.00	\$8,821.39
				•	\$0.00		7113.01	130	70,555.00	70,0L1.33
	Target E-mail Blasts	Date Sent	Webpage	Number of Unique Users Actively	Number of Pageviews	Cumulative Number of	Webpage	Cumulative Members	Dues Revenue	Net
	ranget E man blasts	Bute Sem		Engaged in Website (Google)	(Google)	Pageviews (Google)	Design Fees	Received	Generated	Net
	"Student Opportunities and Benefits" announcement to 2022+ graduate and undergraduate student members who want to receive group announcements (467)	1/9/2023								
1	"Student Opportunities and Benefits" announcement to Directors of Graduate Studies (ASA list-PhD and Master's Only - 175) and "Student Opportunities and Benefits" announcement to Undergraduate Department Heads (LAC list - 26)	1/9/2023	https://www.sssp1.org/membershippromo/	16	22	164	\$186.00	29	\$957.00	\$864.00
2	"Membership Call to Action: RENEW AND RECRUIT" announcement to 2022+ members (minus graduate and undergraduate students) who want to receive group announcements (742)	1/9/2023						49	\$2,448.00	\$2,355.00
	Total		Not tracking these promotions past 3/31/23			164	\$186.00	78	\$3,405.00	\$3,219.00
							1			
\vdash	2023 Promotion Summary	Total					1			
<u> </u>	, ,						-			
	Total Expenses	\$299.61								
1	Total Members Received	234								
	Total Dues Revenue Generated	\$12,340.00					1			
\vdash					<u> </u>		-		1	
1	Promotion Revenue Generated	\$12,040.39								

New Member Breakdown

7/1/2023 - 7/14/2023

Promotion Count	Promotion	Sum of Revenue Paid		
3	From a current member	133		
4	Other	166		
1	Professor or During a class	33		
1	Social Problems Journal	33		
1	Websearch	33		

10	\$398
	755 0

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.

2023 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.

2023 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	Total Paid
1/1/23-1/31/23 10		Graduate Student	\$330
2/1/23-2/28/23	12	Graduate Student, Undergraduate Student	\$396
3/1/23-3/31/23	1	Graduate Student	\$33
5/1/23-5/31/23	4	First Time Professional	\$200
6/1/23-6/30/23	1	Graduate Student	\$33
	28		\$992.00
		purchase option on January 24, 2022. ship paid for (Graduate Student, Undergraduate	e Student, First Time Professional, etc
January Donors purch	nased 10 graduate student members	hips.	
February Donors purc	hased 9 graduate student members	hips and 3 undergraduate student memberships).
March Donors purcha	sed 1 graduate student membership).	
There were 0 gift mer	mberships purchased in April.		
May Donors purchase	ed 4 first time professional members	hips.	
June Donors purchase	ed 1 graduate student membership.		